



**"Representing only the very best to the very best"**

Some of the advantages of the SMART Products:

- 1) All of our assays are optimized as a kit to insure reproducibility from run to run, lot to lot.
- 2) All SMART ELISA assays are uniform in both performance and technique.
- 3) We use a calibrator in the assay to adjust for the 3 "Ts" found in every laboratory: time, temperature, and technique. Unlike basing an assay on an OD cut-off, the calibrator in the SMART ELISA will self-adjust the run to compensate for the variation in temperature (a hot room will increase the OD readings and a cold room or reagent will suppress the ODs); time (over / under incubation will change OD readings up or down); and technique (minor variations in equipment and between technicians will change OD readings).
- 4) Fixed ranges on both the reactive and negative control insure accurate results. By having an upper and lower range on the kit controls we insure the run performed to specifications. If the run is out of range, the run is invalid. We prefer to fail a run than to produce bad data. We provide an EXCEL spreadsheet to automatically calculate the results.
- 5) All steps are performed at room temperature: no incubators are required.
- 6) We use a control-antigen well on each specimen to adjust for non-specific reactions.
- 7) All of our assays are manufactured in a facility registered by both the FDA and USDA. Although murine assays are exempt from all regulatory agencies, we manufacture as if these assays are regulated.
- 8) We are constantly expanding our ELISA product offerings. We have the only commercially available Murine Norovirus ELISA assay.
- 9) We have developed and released the next generation in Sentinel screening: the SMART-SPOT assays. These assays allow the end user to run a multiple-analyte panel on a mouse or rat and receive discreet, accurate results. All SMART-SPOT assays are uniform in both performance and technique.

