

## Innova, TGR to co-market ELISA technology

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**Singapore:** Australia-based, TGR BioSciences, a life sciences company focused on the development of rapid, high sensitivity ELISA systems using their CaptSure technology, and UK-based Innova Biosciences, a specialist provider of bioconjugation systems, have joined hands to promote and co-market each other's highly complementary technologies, providing customers with a major step forward in simplifying the ELISA development process, while improving sensitivity and reducing costs.

TGR has determined that combining Innova's Lightning-Link conjugation kits for the horseradish peroxidase (HRP) labelling of antibodies with its CaptSure technology in the development of ELISA systems maximises assay sensitivity, whilst enabling the development of a wide range of ELISA assays rapidly and cost effectively. As part of the agreement Innova customers will be introduced to the CaptSure technology, with the assurance that it will work alongside the Lightning-Link reagents. Similarly, TGR customers will receive a recommendation for Lightning-Link, with the knowledge that it will be available for licensing to them, should they choose to use it alongside CaptSure products.

TGR's CaptSure technology simplifies ELISA assays to one-step procedures, making them much faster and easier to carry out. Both assay antibodies are added to analyte at once, and after a single wash step the HRP substrate is added to develop the signal. Importantly, costs of manufacture are greatly reduced, since only a single assay plate is required (coated with CaptSure reagent) rather than a different plate for each target, and the system also requires much less assay antibodies.

Innova's Lightning-Link conjugation system provides the ability to label antibodies with only 30 seconds hands-on time, whilst offering 100% yields and enhanced sensitivity over traditional labelling techniques and over other conjugation systems on the market.

Dr Michael Crouch, director of business development at TGR, said, "We've been impressed with Innova's products. Their HRP conjugation kit is simple to use and at the same time provides performance that exceeds that of a range of other systems that we have tested. We are very happy to recommend Lightning-Link to anyone who is developing assays with our CaptSure system."

Dr Andy Lane, executive director at Innova Biosciences, said, "We are pleased to further develop our relationship with TGR. Their CaptSure technology provides advantages in ELISA assay development that are directly complementary to the ethos of

our conjugation technology - simplicity, high speed and enhanced sensitivity."