NEW: Ready-to-use ChIP Columns and Fixation Buffer for Your ChIP Protocols

For labs that routinely perform ChIP, Active Motif is making it faster and easier to obtain consistency in chromatin preparations and improve the quality of the ChIP reactions. The addition of ChIP-IT® Fixation Buffer during chromatin extraction improves both the consistency of sample preparation and also enhances ChIP efficiency. With Active Motif's ready-to-use Protein G Agarose Columns, simply add the ChIP reaction directly into the column to perform incubation and washing steps. The columns provide a faster alternative to centrifugation methods and ensure complete sample recovery for better reproducibility. For more information, visit www.activemotif.com/protein-g.

Ready-to-use ChIP Columns

Active Motif's new Protein G Agarose Columns provide the perfect solution for labs that routinely perform ChIP. The columns contain high-affinity protein G agarose beads that strongly bind IgG. The beads have been specifically engineered to eliminate non-specific binding, making them a better option than traditional agarose or protein G magnetic beads. The protein G agarose supplied in each column has a binding capacity of 10 µg IgG/µl bead, and can be adapted to work with any ChIP protocol.

The beads have been pre-washed and loaded into filtration columns. Simply add the ChIP reaction to the columns and use the cap to seal. The incubation and wash steps are all performed within the column to streamline the process and prevent the loss of any material. This provides a faster solution to centrifugation and magnetic separation methods, and results in better reproducibility between samples because no material is lost.

In addition to ChIP, the Protein G Agarose Columns can also be used for co-immunoprecipitation (Co-IP) experiments. The columns have been validated using Active Motif's Nuclear Complex Co-IP Kit (Catalog No. 54001), where the strong binding affinity and reduced background of the protein G agarose make these columns an ideal tool for antibody capture during Co-IP.

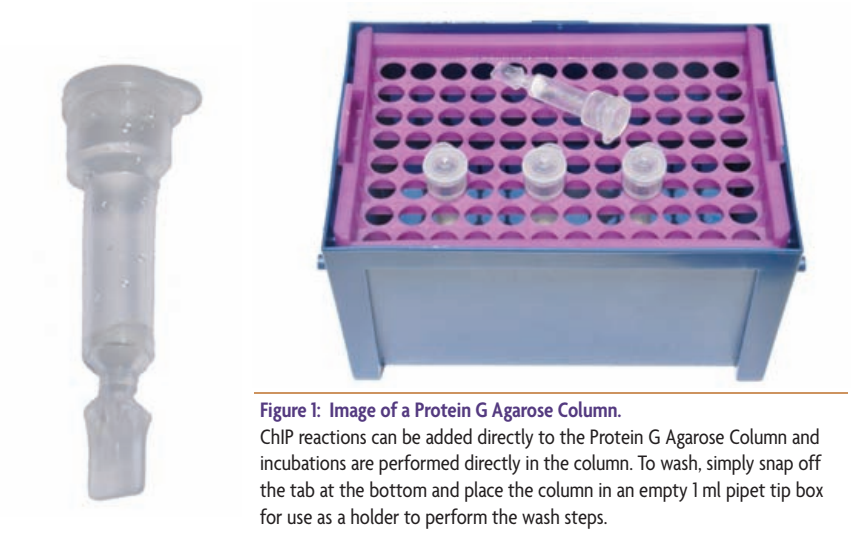

Figure 1: Image of a Protein G Agarose Column.
ChIP reactions can be added directly to the Protein G Agarose Column and incubations are performed directly in the column. To wash, simply snap off the tab at the bottom and place the column in an empty 1 ml pipet tip box for use as a holder to perform the wash steps.

ChIP-IT Fixation Buffer

The unique properties of the ChIP-IT Fixation Buffer provide consistency between chromatin preparations for better reproducibility across experiments. This specially formulated buffer is combined with formaldehyde and added directly to the cell culture growth medium (with or without serum) or to tissue material. The buffer helps eliminate pH effects during chromatin preparation for more consistent ChIP results.

Protein G Column advantages

- **Ready-to-use** – the beads have been pre-washed and loaded into the column
- **No pre-blocking needed** – the protein G agarose beads have been engineered to eliminate non-specific binding
- **Avoid sample loss** – the column ensures complete retention of the beads to prevent sample loss
- **Versatility** – use them for both ChIP and Co-IP experiments

Product	Format	Catalog No.
Protein G Agarose Columns	30 rxns	53039
	5 rxns	53037
ChIP-IT® Fixation Buffer	3 ml	53038