

**ORE EMSA Kit****Product Insert****Cat. No. AY1132P**

---

---

<b>Amount</b>	25 $\mu$ L (10 ng/ $\mu$ L)
<b>Lot No.</b>	Specified on product label
<b>Storage</b>	-20°C
<b>Components</b>	A Biotin labeled probe intended for use with Panomics EMSA Kits. Each Labeled TF probe is accompanied with 25 $\mu$ L of Cold Probe (330 ng/ $\mu$ L), its unlabeled form.
<b>Description</b>	osmotic response element
<b>Sequence (5'-&gt;3')</b>	TGGAAAATCACTGGAAAATCAC
<b>Reference</b>	JBC 274:7993-8001 (1999).

---

---

---

**Contacting  
Panomics**

For ordering information or technical support, contact the appropriate resource provided below according to your geographical location.

<b>Location</b>	<b>U.S. Corporate Headquarters</b>
Address	Panomics, Inc. 6519 Dumbarton Circle Fremont CA 94555 USA
Telephone	1.510.818.2600
FAX	1.510.818.2610
Email	info@panomics.com
Technical Support	<a href="mailto:techsupport@panomics.com">techsupport@panomics.com</a> or <a href="tel:1.877.726.6642">1.877.726.6642 option 3</a>
Ordering Information	orders@panomics.com

<b>Location</b>	<b>European Headquarters</b>
Address	Panomics Srl Via Sardegna 1 20060 Vignate Milano Italy
Telephone	+39.02.95.360.250
FAX	+39.02.95.360.992
Email	info_europe@panomics.com
Technical Support	<a href="mailto:techsupport_europe@panomics.com">techsupport_europe@panomics.com</a>
Ordering Information	order_europe@panomics.com

<b>Location</b>	<b>Asia Pacific Headquarters</b>
Address	Panomics, Inc. 16F Gemdale Plaza Tower A, No. 91 Jianguo Road Beijing 100022 P.R. China
Telephone	+86.10.59208157
FAX	+86.10.59208111
Email	info_asia@panomics.com
Technical Support	<a href="mailto:techsupport_asia@panomics.com">techsupport_asia@panomics.com</a>
Ordering Information	order_asia@panomics.com

For an updated list of FAQs and product support literature, visit our website at [www.panomics.com](http://www.panomics.com).

---