

# CIRCLEGROW® Bacterial Growth Media

*Superior Plasmid Yield through Enhanced Cell Growth*

- ✓ Higher plasmid/cell densities than with any other media
- ✓ Molecular Biology Certified™ for the highest quality
- ✓ Convenient packaging formats
- ✓ Both agar and broth formulations available
- ✓ Save preparation time and hands-on work
- ✓ Proven and reliable reputation

CIRCLEGROW® is the only *E. coli* growth media designed specifically to enhance plasmid replication in bacterial culture, especially when the cells are used as competent hosts for transformation.

## **Designed for Exceptional Plasmid Yield**

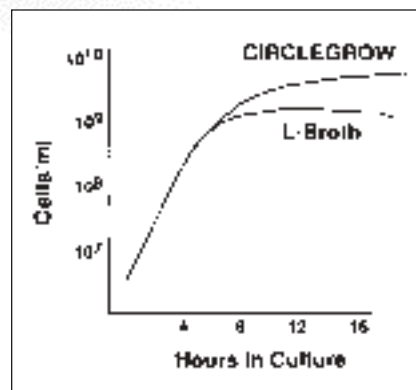
Bacterial cells growing in conventional culture media reach an abrupt stationary phase upon exhaustion of nutrients. When cell proliferation is halted completely, plasmids are lost as cell death occurs. Cells growing in CIRCLEGROW® have a second carbon source to use which becomes available on a delayed basis. This supplemental nutrient allows the cells to continue to grow at a slower pace following the end of log phase. As a result of this feature, bacterial commonly grow in CIRCLEGROW® to a density triple that achieved in other media (see figure below).

## **Molecular Biology Certified™ for Quality**

Molecular Biology Certified™ growth media is designed and tested to meet the specific needs of a molecular biologist. In addition to standard qualitative and quantitative assays, all bacterial culture media are tested for molecular biology applications such as plasmid extraction, DNA/RNA yield from the strain grown in the media, optimized protein expression, and experimental reproducibility. The extracted plasmid or genomic DNA must also meet our high quality standards for PCR and restriction enzyme digestion, and purified proteins must maintain a high percentage of original activity.

## **Reduce Hands-On Work and Preparation Time**

CIRCLEGROW® cultures do not need to be constantly monitored by O.D. readings due to the incremental post-log cell growth. Obtain excellent yields of plasmid DNA from smaller culture volumes, and confidently leave cultures overnight or over the weekend. CIRCLEGROW® capsules are the most convenient form of this unique growth media and pre-mixed CIRCLEGROW® is also available in single-use pouches, bulk powder, pre-poured plates, and sterile liquid.



## Ordering Information & Related Products

Cat #	Product Name	Size
3000-112	CIRCLEGROW® (Powder) (40g/L)	227 g
3000-122	CIRCLEGROW® (Powder) (40g/L)	454 g
3000-132	CIRCLEGROW® (Powder) (40g/L)	908 g
3000-142	CIRCLEGROW® (Powder) (40g/L)	2.3 kg
3000-152	CIRCLEGROW® (Powder) (40g/L)	5.0 kg
3000-165	CIRCLEGROW® (0.5 L Pack)	10 x 0.5 L pouches
3000-185	CIRCLEGROW® (0.5 L Case)	100 x 0.5 L pouches
3000-175	CIRCLEGROW® (1.0 L Pack)	10 x 1.0 L pouches
3000-195	CIRCLEGROW® (1.0 L Case)	100 x 1.0 L pouches
3000-121	CIRCLEGROW® (Capsules) (40/L)	250 capsules
3000-131	CIRCLEGROW® (Capsules) (40/L)	1,000 capsules
3000-141	CIRCLEGROW® (Capsules) (40/L)	2,500 capsules
3000-116	CIRCLEGROW® (Lg. Capsules) (8/L)	227 g
3000-126	CIRCLEGROW® (Lg. Capsules) (8/L)	454 g
3000-136	CIRCLEGROW® (Lg. Capsules) (8/L)	1 kg
3000-104	CIRCLEGROW® (Sterile Solution)	500 ml
3100-112	CIRCLEGROW® Agar (Powder) (55g/L)	227 g
3100-122	CIRCLEGROW® Agar (Powder) (55g/L)	454 g
3100-132	CIRCLEGROW® Agar (Powder) (55g/L)	1 kg
3100-116	CIRCLEGROW® Agar (Lg. Capsules) (9/L)	227 g
3100-126	CIRCLEGROW® Agar (Lg. Capsules) (9/L)	454 g
3100-136	CIRCLEGROW® Agar (Lg. Capsules) (9/L)	1 kg
3100-124	CIRCLEGROW® Agar Plates (Sleeve)	10 x 100 mm plates
3100-134	CIRCLEGROW® Agar Plates (Case)	100 x 100 mm plates

### Related Products

2066-200	RapidPURE™ Plasmid Mini Kit	60
2066-400	RapidPURE™ Plasmid Mini Kit	120
2066-600	RapidPURE™ Plasmid Mini Kit	300
2000-200	MiniPrep Express™ Matrix	1,250
2005-400	RapidPURE™ Plasmid Midi Kit	75
2005-600	RapidPURE™ Plasmid Midi Kit	150
2076-200	RapidPURE™ Plasmid Maxi GF Kit	20
2074-200	RapidPURE™ Plasmid Maxi GF Endo Free Kit	10
2078-200	RapidPURE™ Plasmid Giga Kit	12



BCGROW2-3A01

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