

Sample Preparation with Sep-Pak® Cartridges

I. Anatomy of a Sep-Pak Cartridge

The first Sep-Pak Cartridge (SPC) was born nearly ten years ago. Today, it is the premier product in one of the fastest growing segments in the laboratory marketplace: sample preparation by means of column solid phase extraction. SPCs are also the fastest growing product line in Waters' Chemical Products arsenal. It is no wonder that our competitors openly position their products against SPCs in their print advertising and catalogues and at trade shows.

At first, the competition attacked us on the basis of lower cost. Then they tried to compete on the larger variety of silica-based packings (bonded phases) and cartridge sizes/volumes. Now, several years later, they are finally addressing the real strength of SPCs: innovative design and chromatographic reproducibility. One company (BRL) even brought to market a miniature SPC clone for a single specialty application (DNA isolation). Based on the strength of our patent position, they are now obliged to pay us royalties. Imitation is the sincerest form of flattery.

The most recent thrust from Analytichem and Supelco has been the consistency of their chemistries. Analytichem talks about reproducibility; Supelco cites a few recent experiments. However, neither has the ten-year commitment to quality and track record of published references in refereed journals that have become the hallmark of SPCs (refer to Waters SPC Applications Bibliography, 4th Edition, Library of Congress Catalog No. 86-220231, Waters P/N 88286).

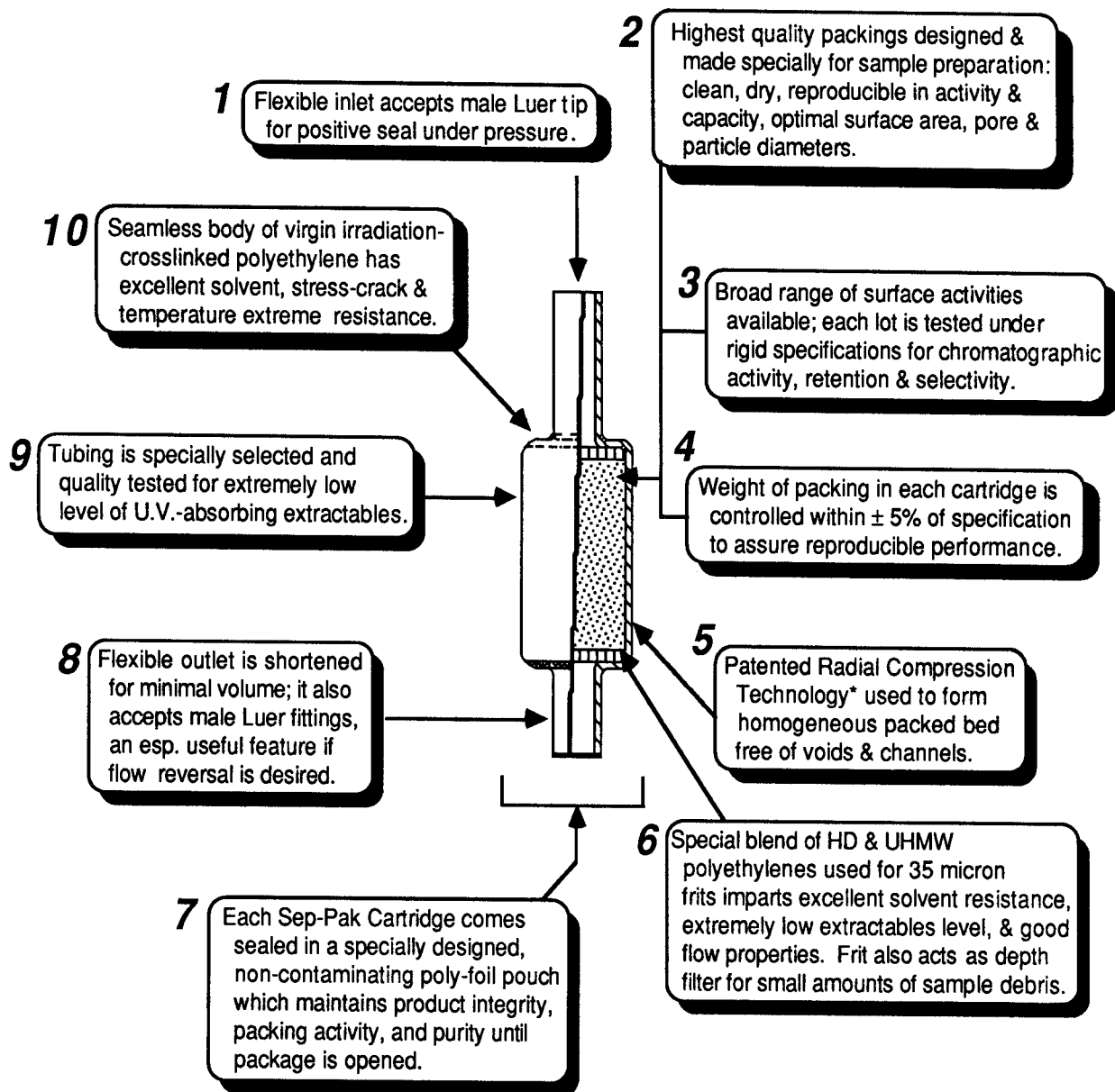
For those that are new to SPCs, some important design features are illustrated in the diagram on the reverse side: *Anatomy of a Sep-Pak Cartridge*. The key point to remember is this: from the moment of conception in 1977, a **firm** design commitment was made to: (1) make the cleanest, most chromatographically reproducible product possible; (2) continue to improve the product as appropriate technology became available; and (3) package the product in a manner which would maintain full product integrity until the moment of use. Such a commitment was absolutely necessary for success in the long term. The fruits of this conviction, millions of SPCs later, are now apparent, both to us and to our competition.

The following trademarks are the property of Millipore Corporation, Bedford, MA 01730 USA: Sep-Pak, Waters.

Anatomy of a Sep-Pak Cartridge

A Precision Chromatographic Tool For Sample Enrichment And Purification

Here are ten unique features that set Sep-Pak Cartridges apart from the competition and make them the best solid-phase extraction cartridges available today.



* P.D. McDonald, R.V. Vivilecchia, D.R. Lorenz, Triaxially Compressed Beds, U.S. Patent 4,211,658 (1980); Australian Patent No. 509,338; other patents pending.