

qPCR OEM opportunities

Customer case study



An instant way to add a major new revenue stream to your business.

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The client

Our client is a well known large scale biomedical distribution company looking to expand its fast growing molecular business in over 40 countries.

The problem/issue

Our client had a qPCR instrument but no kits and consumables in their catalogue. They planned to supply instruments for free alongside a supply agreement for qPCR kits and reagents with a view to the longer term profit advantages associated with a consumable product range.

The customer wished to target the marketplace with kits for:

- Hepatitis B
- Hepatitis C
- HIV-1
- HIV-2

The client is a multinational facing major logistical challenges in maintaining a cold chain whilst shipping frozen product to >40 separate countries in the tropics.

The solution

Primerdesign set up a complete OEM solution supplying HBV, HCV, HIV1 and HIV2 kits in fully re-branded packaging for the client. Primerdesign supplied all components including the necessary

mastermixes lyophilised, such that a cold chain was no longer required for shipping purposes. Primerdesign also oversaw the sourcing of unusual plasticware to match the qPCR instrument in question thus providing a complete solution.

Expertise

Primerdesign continue to provide highly expert support to the client and their customers directly, to ensure a satisfactory experience for even novice users of the technology.

The outcome

The client has launched the product range in over 40 countries across the globe and sales have shown excellent year-on-year growth in the first 18 months of trading.

Quality systems

Primerdesign real-time PCR reagents are manufactured to the highest standards within our ISO9001:2008/ISO13485 quality management laboratory facility.