



SimpleSeq Webless by Eurofins MWG Operon For Order-Free DNA Sequencing

New Configuration of the Highly-Successful SimpleSeq Service for Pre-Mixed Reactions is Securely Linked to Customer Account. No Order Forms to Submit for Service.

Following the success of the SimpleSeq DNA Sequencing Service kit, Eurofins MWG Operon has launched SimpleSeq Webless, a new entry in their drive to provide ISO-quality research products and services “faster than ever.”

After receiving their SimpleSeq Webless kits, customers simply add one template and one primer to a tube whenever they require DNA sequencing services. There are no purchase orders to deal with, and no entry forms to fill out. Customers place their tubes in our conveniently pre-addressed shipping envelope and drop it off at the closest shipping point for overnight service.

“While brainstorming on ways to expand our ‘faster than ever’ vision, we developed the Webless plan for sample submissions. By creating a secure pre-order for each SimpleSeq Webless kit, our customers are completely freed from order forms. Now their submissions to the lab are easier – and faster – than ever,” stated Martin Kunz, CEO of Eurofins MWG Operon Inc. “SimpleSeq Webless also uses Overnight DNA sequencing (available for all US locations), further extending our efforts to be the fastest DNA Company in the US.”

“Our new SimpleSeq Webless kit offers added convenience for the majority of our customers who are already sending premixed DNA sequencing reactions,” stated Helaman Escobar, Director of DNA Sequencing Operations at Eurofins MWG Operon Inc. “Advances in the laboratory information management system (LIMS) and secure website operations enables our lab to scan the barcoded SimpleSeq Webless tube and immediately link it to a specific customer.”

Visit operon.com/simpleseq-webless for more information.

About Eurofins MWG Operon

Eurofins MWG Operon, a member of the Eurofins Group with major offices and production facilities in the United States, Europe, and Asia, is an international provider of DNA sequencing services, DNA synthesis products, and bioinformatics services for academic and industrial research. The company’s strengths are its strong customer orientation, fast service, and high quality. For additional information, please visit our website at: operon.com.

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