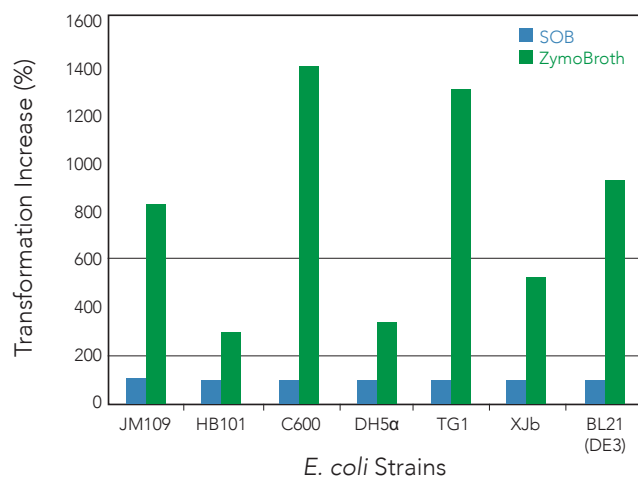


# Improve Transformation Efficiencies

## ZymoBroth™

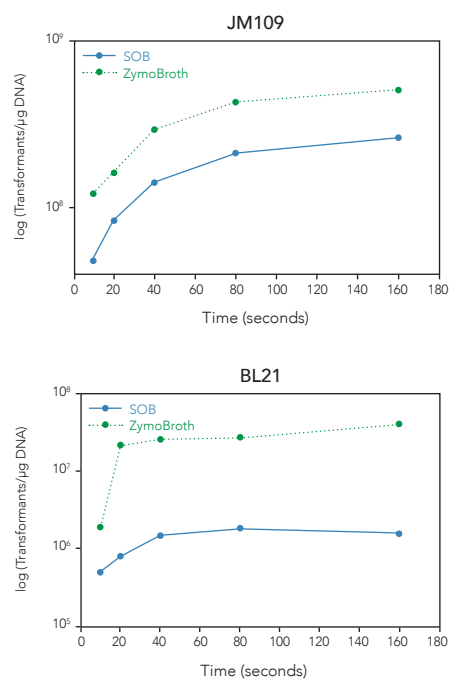
- **Prepare Highly Competent *E. coli*:** Increase transformation efficiency up to 100 fold.
- **Improves Transformation Efficiency:** ZymoBroth™ stimulates the transformation efficiency of a wide range of *E. coli* strains, including K12 derivatives (JM109, HB101, etc.) and B strain derivatives (BL21, etc.).
- **Better Results:** Ideal growth medium for generating competent cells with difficult-to-transform *E. coli* strains.

### Improves Transformation Efficiency of *E. coli*



ZymoBroth™ dramatically increases the transformation efficiencies of a broad range of *E. coli* strains, including difficult-to-transform strains. The transformation efficiencies of strains generated with ZymoBroth™ (green bars) or SOB (blue bars) media are shown.

### High Transformation Efficiencies



Mix & Go!™ *E. coli* cells prepared with ZymoBroth™ display fast transformation kinetics and high transformation efficiencies. The transformation kinetics for JM109 and BL21 strains of *E. coli* generated using ZymoBroth™ or SOB growth media are shown above. pUC19 DNA was used for transformation and the data are the averages of three individual experiments.

Product	Cat. No.	Size	Uses
ZymoBroth™	M3015-100 M3015-500	100 ml 500 ml	Prepare highly competent <i>E. coli</i> for DNA transformation.

