EzDrop Series Spectrophotometer
Sales Battle Card

One-Minute Pitch

Fast and Versatile UV/Vis Spectrophotometry

The EzDrop series offers unparalleled versatility with its rapid 3-second measurements, dual micro-volume and cuvette capabilities, wide detection range (190-1000nm), and PC connectivity. This cost-effective package makes it the ideal choice for labs seeking high-performance UV/Vis spectrophotometry solutions.

EzDrop 1000
(Micro-Volume)

EzDrop 1000C
(Micro-Volume/Cuvette)

Target Customers

The EzDrop serves labs working with DNA, RNA, or protein samples:

- **Academic research labs:** Nucleic acid/protein quantitation, purity assessment, and OD600 measurements.

- **Pharma/biotech R&D and QC:** Workflows for microarrays, sequencing, PCR, qPCR, sub-cloning

- **Labs seeking to upgrade:** Replacement for traditional or NanoDrop™ spectrophotometer models

Features and Benefits

EzDrop Features	Customer Benefits
Fast Results in 3 Seconds	Enhances lab productivity with rapid sample quantification.
Micro-Volume and Cuvette Capacities	Supports diverse analyses (190-1000nm range) including nucleic acids, proteins, OD600, kinetics, and custom protocols for both sample types.
Advanced Cuvette Holder (1000C only)	Enables precise temperature control (37-45°C) for diverse experiments and ensures uniform sample mixing.
Flexible Data Management	Offers standalone or PC-connected operation for versatile data handling.
Smart Pipetting Light	Guides accurate sample placement and detects air bubbles, ensuring measurement quality, even in low light.

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EzDrop Series Advantages

		Blue-Ray Biotech EzDrop 1000/1000C	Thermo Fisher NanoDrop™ One/One[C]	DeNovix DS-11/DS-11+	Implen N60/NP80
Measurement Time		✓ <3s	8s	2s	2.5 - 4s
Detection Range dsDNA (ng/µL)	Micro-volume	2 - 20,000	2 - 27,500	0.75 - 37,500	1 - 16,500
	Cuvette	0.3 - 75	0.2 - 75	0.04 - 75	0.1 - 130
Detection Range BSA (mg/mL)	Micro-volume	0.06 - 600	0.06 - 820	0.04 - 1,125	0.03 - 478
	Cuvette	0.003 - 2.25	0.006	0.002	0.003 - 3.7
Path Length (mm)	Micro-volume	0.5 and 0.05	0.03 – 1 auto-ranging	0.5 (auto-ranging to 0.02)	0.67 and 0.07
	Cuvette	10, 5, 2, 1, 0.5, 0.2, 0.125, 0.1	10, 5, 2, 1	10, 5, 2, 1, 0.5, 0.2, 0.125	10, 5, 2, 1, 0.5
Wavelength Range (nm)		✓ 190 - 1000	190 - 850	190 - 840	200 - 900
Spectral Resolution (nm)		1.5 (FWHM at Hg 253.7)	≦ 1.8 (FWHM at Hg 253.7)	1.5 (FWHM at Hg 253.7)	<1.5
Abs Range (AU 1 cm equiv)		0.04 - 400 A	0 - 550 A	0.015 - 750 A	0.02 - 330 A
Cuvette Holder (EzDrop 1000C only)		✓ Heater (37-45℃), Stirring	Heater (37℃), Stirring	Heater (37-45℃),w/o Stirring	Heater (37℃)
PC Connection		✓	✓		✓

Overcoming Objections

- **Highlighting superior speed**
  The EzDrop delivers results in just 3 seconds, significantly faster than competitors such as the NanoDrop™ One which takes 8 seconds per sample.
- **Calibration requirements**
  The fixed pathlength of the EzDrop eliminates the need for routine recalibration and saves maintenance effort and cost.
- **Maintenance and durability**
  The EzDrop is easily cleaned with common lab solutions. Its nano hydrophobic coating lasts more than a year, and a maintenance kit ensures extended longevity.
- **Cost considerations**
  The EzDrop offers high-quality performance at a competitive price, with fast measurements, dual detection modes, and PC-connectivity. It provides excellent value compared to pricier models.
- **Reliability in research**
  The EzDrop has been widely cited in papers in the Journal "Diversity, Gene and Molecular Biology", which demonstrates its dependability in scientific research.

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