

# 2023 Q4 NEWSLETTER

## SRSLY, WHAT'S BREWING?

Dear SRSLY® Users,

Hello, autumn enthusiasts! As the leaves turn brilliant shades of red, orange, and gold, and a crispness fills the air, we're excited to welcome you to the cozy embrace of Q4 2023. While you savor your favorite fall flavors and wrap up in your coziest sweaters, we're here to fill you in on the latest happenings at ClaretBio. Grab your cup of pumpkin spice latte or eggnog, snuggle up, and let's dive into what's brewing at ClaretBio this quarter, as we usher the holiday season.

### 1. NEW PRODUCT: 'REALLY™|rNONE' RNA-Seq Kit

Just like the perfect pumpkin spice latte, our kit is designed to add that extra kick to your RNA-Seq experiments. With a streamlined workflow that skips second strand synthesis (no 'double shots' here!), and ribo-depletion, you'll savor efficiency. Spend less time 'stirring' fragile RNA samples, as our kit is less than an 8-hour work-day 'brew'. But wait, there's more! 'REALLY rNONE' loves the cozy company of FFPE samples and requires just a 'pinch' of 10ng-250ng Total RNA. Learn more at <https://www.claretbio.com/really-technology>

### 2. HARVESTING SAVINGS IN THE NEW SEASON

Stay bewitched by our 'fang-tastic' 50% introductory offer for new users and enjoy an enchanting 10% academic discount. Don't miss these 'spook-tacular' opportunities to 'carve' out some savings!

### 3. NEW DISTRIBUTORS

International patrons! Our products can now be purchased through distributors!

**Spain: Diagnostica Longwood**

**Japan: Funakoshi**

**Korea: INDNA**

Do you have a favorite distributor you've worked with? Email us!

More exciting announcements coming in Q1 - 2024. Until then may your experiments be productive, your results insightful and your drinks pumpkin-spicy!

### 4. THE SERIOUS TALK - 4

Tune in to our recent webinar featuring Dr. Lydia Freddolino from the University of Michigan at <https://www.claretbio.com/videos>. During the webinar, she explores the challenges associated with identifying RNA-DNA Hybrids and highlights the advantages of combining SRSLY with novel shape motif bioinformatics tools.

Join us at the next Serious Talk on November 14th at 10am PT to learn how Dr. Brent Lehman from the University of Wisconsin has used SRSLY in the Missing In Action Initiative. Register here <https://www.claretbio.com/events>

Interested in presenting your work using SRSLY? Drop us a message to be a part of our 2024 series!

### 5. CONFERENCES

Come talk to us about all of this and more at these conferences and let's discuss how we can make those difficult to sequence less spooky

**MWACD** 2023 Oct 16 - 17 in Ann Arbor, MI

- Stop by our Hub 2 Core Tour table on Monday **October 16th, 8am to 11:30am**. Grab a trick or a treat.

**AMP** 2023 Nov 15-18 in Salt Lake City, UT

- Email at [info@claretbio.com](mailto:info@claretbio.com) to schedule a meeting with the team

- The ClaretBio Team