

The  
gel-free,  
blot-free,  
hands-free  
Simple Western.





**Simple your Western. It's time.**





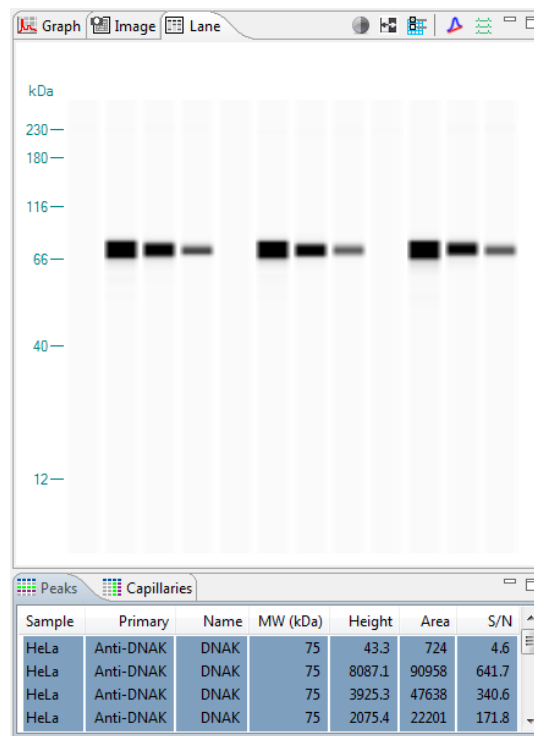
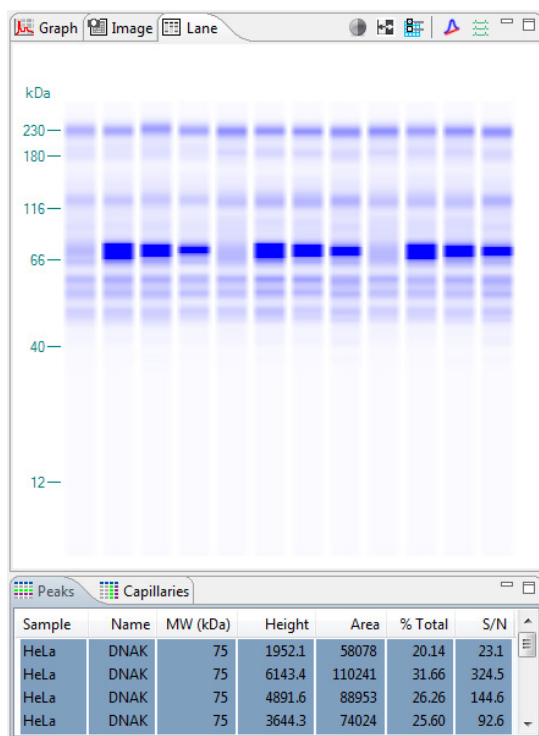
## It's really easy.

All it takes is a cartridge, pre-filled plate, your samples and primary antibody. Yes, it's that simple. And, did we mention there isn't any waste to worry about?



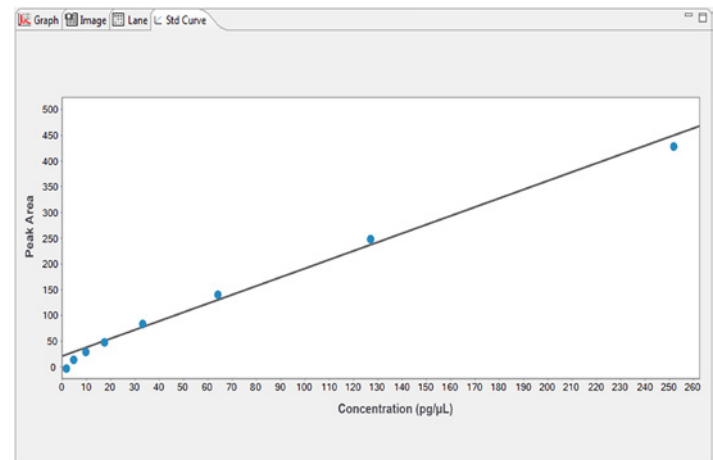
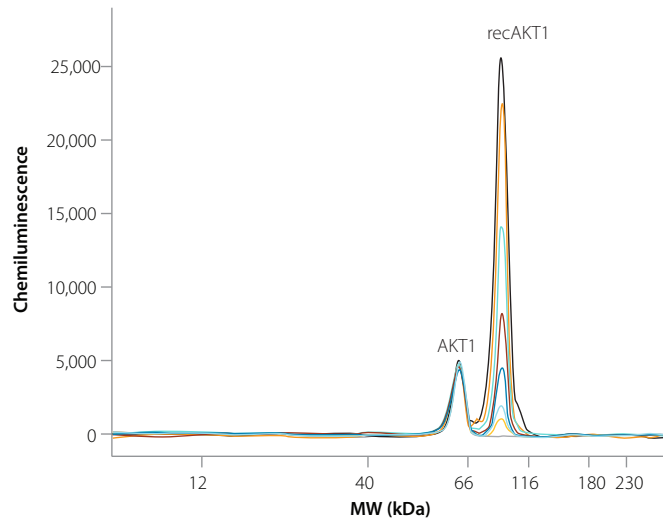
# It does it all.

Every step is automated — from separation to detection and even your data analysis. On top of that, you get highly reproducible data with tight CVs.



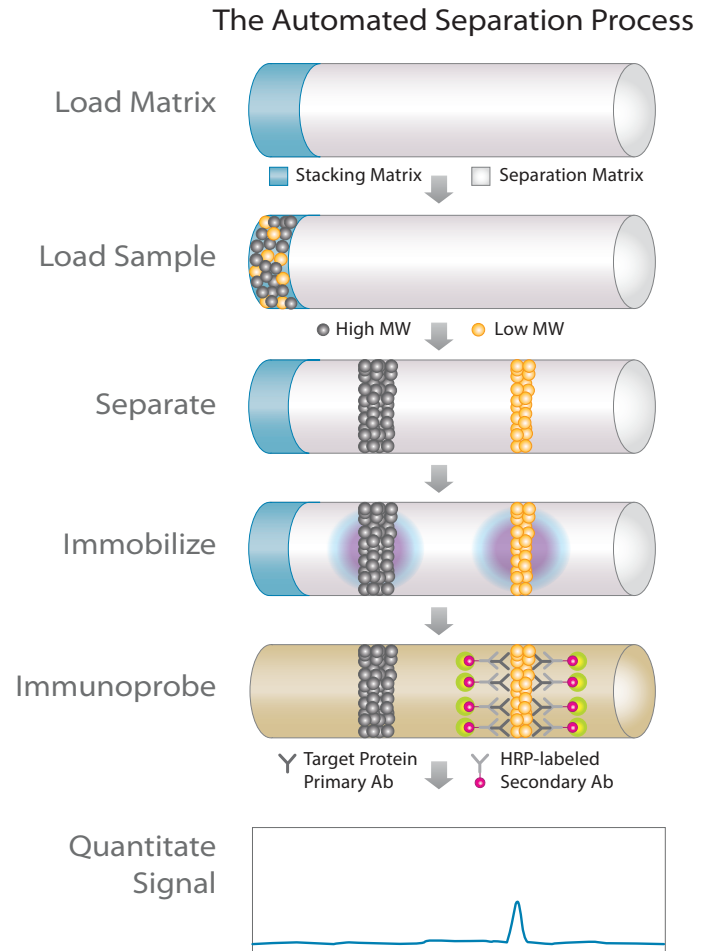
# It's real quantitation.

Yep, the Simple Western is the first-ever quantitative Western. It's highly sensitive too — just check out the Standard Curve for yourself.



# It works like this.

Think tiny immunoassay. You only get this when capillary electrophoresis collides with immunodetection. Guess what? It's here and it's genius.



# It's your choice.

All of our Simple Western family members have different personalities.  
Choose the one you think you're most compatible with.



SYSTEM	Wes™	Sally Sue™	Peggy Sue™
Simple Western size assays	●	●	●
Simple Western charge assays			●
Max samples per run	25	96	96
Run time for max samples	<3 hours	14–19 hours	11–19 hours
Sample cooling (size)	N/A	10 °C	10 °C
Sample cooling (charge)	N/A	N/A	3 °C
Operating humidity range	20–60% relative, non-condensing		
Operating temp range:	18–24 °C		
Part number	004-600	004-700	004-800

DESCRIPTION	TOTAL PROTEIN SIZE SPECIFICATION	IMMUNOASSAY SIZE SPECIFICATION	IMMUNOASSAY CHARGE SPECIFICATION
Sample required	0.3–1.2 µg lysate	0.6–1.2 µg	0.6–1.2 µg
Volume required	3–5 µL/well	3–5 µL/well	5–12 µL/well
Size or pI range	Molecular weight ladder ranges from 12–230 kDa and 66–440 kDa	Molecular weight ladder ranges from 12–230 kDa and 66–440 kDa	Widest gradient ranges from pI 3 to pI 10
Sizing CV	<10%	<10%	<10%
Intra-assay CV	<15%	<15%	<20%
Inter-assay CV	<20%	<20%	<20%
Resolution	± 10% difference in molecular weight	± 10% difference in molecular weight	+/- 0.1 pI units
Quantitation CV	<20%	<20%	<20%
Dynamic range	2–3 logs	3 logs	3 logs
Sensitivity	ng	Low pg	Low pg
Capillary	5 cm, 100 µm, 400 nL		

**Real-world users just tell the  
Simple Western story better!**

**Visit [proteinsimple.com/](http://proteinsimple.com/)  
resources to view our  
customer seminars and  
publications.**



3040 Oakmead Village Drive  
Santa Clara, CA 95051, USA

Phone: 1.408.510.5500  
Toll-free: 1.888.607.9692  
Fax: 1.408.510.5599  
Email: [info@proteinsimple.com](mailto:info@proteinsimple.com)

© 2014 ProteinSimple., the ProteinSimple logo,  
Simple Western, Wes, Peggy Sue and Sally Sue  
are trademarks and/or registered trademarks of  
ProteinSimple.

96-1005-00 RevC