GENOERA
TECHNOLOGY

PRODUCT CATALOGUE

our commitment to quality integrity, and customer satisfaction is evident in every aspect of our operations,

Our Phone
01009575059 - 01124172339

Our Website
www.genoera.biotech-i-hub.com

Our Address
6th of October,hosary square ,saraya buildings, 5th floor

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Welcome to Our Product Catalog

About Us

Founded in 2021 as a subsidiary of Alnada, GenoEra is a pioneering molecular biology laboratory specializing in plant genotyping and enzymatic production.

Initially focused on services like pathogen detection and molecular immunology, GenoEra has expanded its clientele globally, offering advanced solutions across various industries reliant on biotechnological techniques. With a team of highly experienced scientists boasting a collective 20 years of expertise in plant biotechnology,

the company is dedicated to continuous research and development in modern gene and enzyme technologies.

GenoEra''s primary emphasis is on enhancing date palm trees through molecular breeding, while its high-quality enzymes play a crucial role in sectors ranging from food and pharmaceuticals to agriculture and the environment, contributing to increased productivity and sustainability

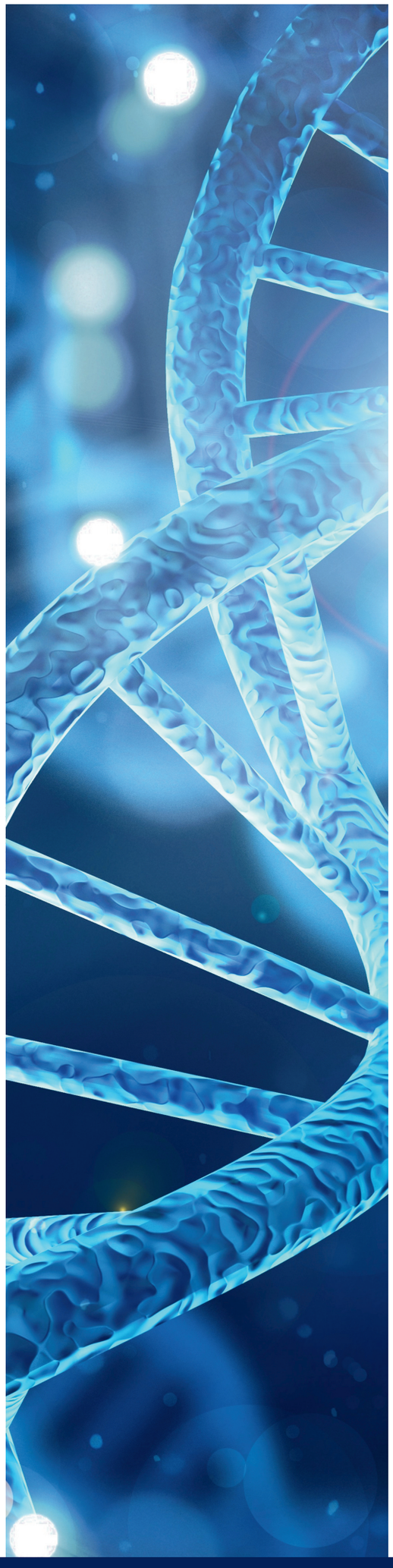
Vision & Mission

Our Vision

GenoEra envisions itself as a global leader in biotechnology, making a significant contribution to delivering sustainable and innovative solutions. The company aims to achieve sustainable technological advancements, developing new techniques that contribute to improving the quality of life and environmental protection.

Our Mission

GenoEra’s mission is to provide innovative and effective biotechnological solutions for diverse industries, enhancing productivity and improving industrial processes.
The company strives for excellence in producing high-quality enzymes and biotechnological products that comprehensively meet market needs



Our services

PLANT GENOTYPING:

Specializing in plant genotyping techniques to enhance agricultural productivity and crop resilience

MOLECULAR BIOLOGY:

Offering services such as pathogen detection, molecular immunology, and other biotechnological solutions for plant improvement and disease resistance

ENZYMATIC PRODUCTION:

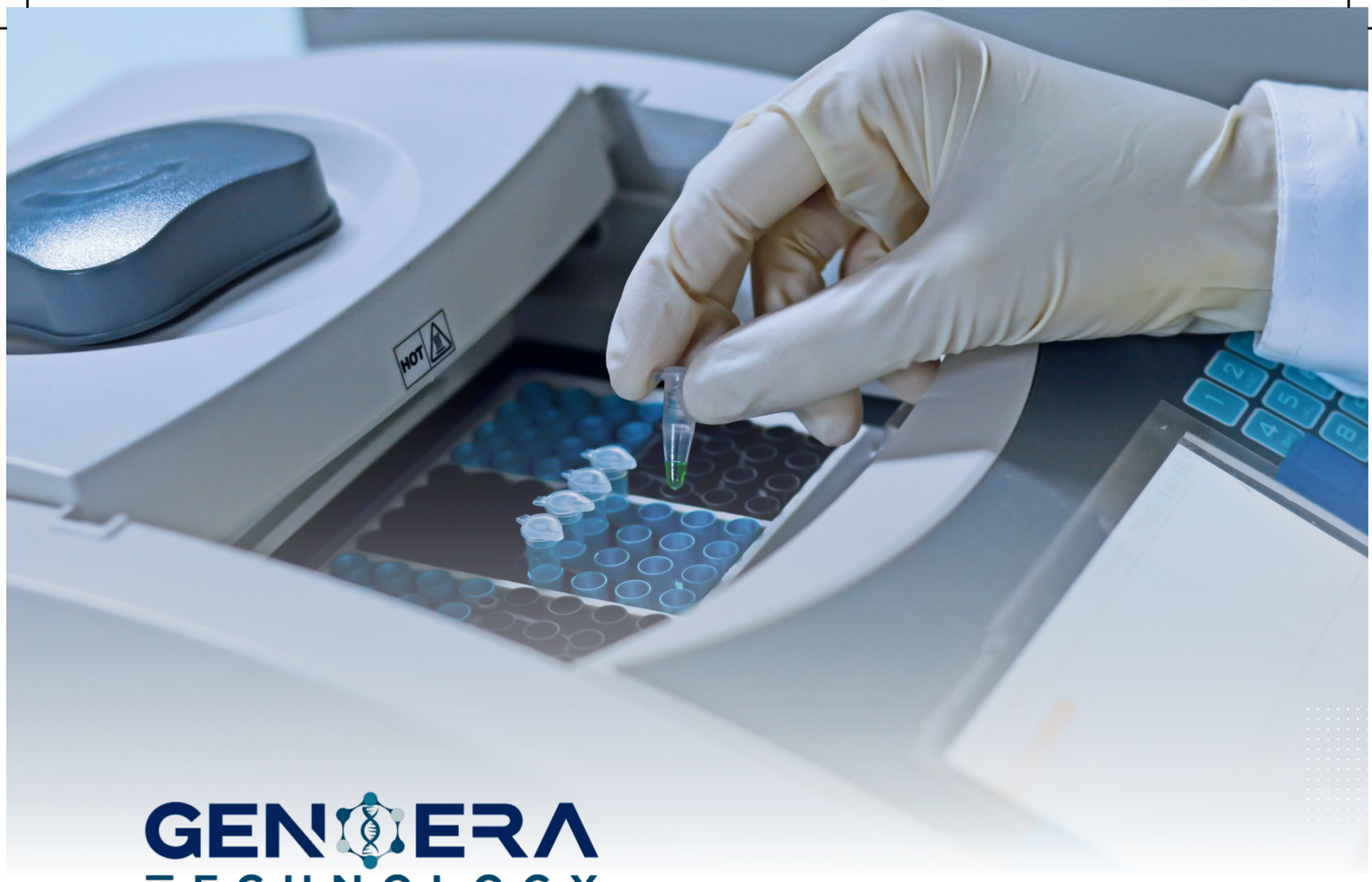
Pioneering enzymatic production methods to develop high-quality enzymes for various industries, including food, pharmaceuticals, agriculture, and environmental applications

MOLECULAR BREEDING TECHNIQUES:

Focusing on the enhancement of date palm trees and other crops through innovative molecular breeding approaches

SYNTHETIC BIOLOGY SOLUTIONS:

Utilizing synthetic biology techniques to engineer novel gene and enzyme technologies aimed at improving production processes and creating sophisticated products tailored to market demand



GENOERA
TECHNOLOGY

PCR & Real-Time PCR Reagents

- PCR Master Mix
- cDNA Synthesis Mix
- qPCR Master Mix

GENERA TECHNOLOGY

PCR & Real-Time PCR Reagents

PCR MASTER MIX (2X)

Application:

Ready-to-use master mix for routine PCR amplification of DNA templates.

Technology:

Optimized premixed solution containing Taq DNA polymerase, dNTPs, $MgCl_2$, and reaction buffer.

storage :

20°C

Downstream Applications:

- DNA amplification
- cloning
- genotyping
- molecular diagnostics

Key Features:

- 2× concentrated ready-to-use formulation
- Reduces pipetting steps and minimizes contamination risk
- Optimized buffer system for robust amplification
- High sensitivity and reproducibility
- Compatible with a wide range of DNA templates

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PCR & Real-Time PCR Reagents

CDNA SYNTHESIS MIX

Application:

Efficient synthesis of complementary DNA (cDNA) from RNA templates for gene expression studies.

Technology:

Reverse transcription using optimized reverse transcriptase and reaction components.

Template Type:

Total RNA or mRNA

Downstream Applications:

- RT-PCR, qPCR, gene expression analysis

Key Features:

- High-efficiency reverse transcription
- Optimized buffer system for reliable cDNA synthesis
- Compatible with various RNA inputs
- Produces high-quality cDNA suitable for sensitive applications

GENERA TECHNOLOGY

PCR & Real-Time PCR Reagents

QPCR MASTER MIX

Application:

Optimized master mix for quantitative real-time PCR (qPCR) assays.

Technology:

Hot-start DNA polymerase with optimized buffer system for real-time detection

Detection Chemistry:

- Compatible with intercalating dye-based detection systems (e.g., SYBR Green).

Downstream Applications:

- Gene expression analysis, pathogen detection, quantitative DNA analysis

Key Features:

- High amplification efficiency
- Excellent sensitivity and specificity
- Suitable for fast and standard qPCR protocols
- Compatible with common real-time PCR instruments

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DNA EDUCATIONAL KIT

(From DNA to PCR)

Application:

Training and demonstration of fundamental molecular biology techniques including bacterial DNA extraction, genomic DNA purification, and PCR amplification of specific targets.

Technology:

Spin column-based DNA purification (Silica membrane) followed by thermal cycling (PCR) for DNA amplification and agarose gel electrophoresis for visualization

Processing Time:

- 4–5 hours (Full workflow including bacterial culture, DNA extraction, and PCR cycling

Downstream Applications:

- DNA extraction and purification
- PCR amplification and genetic analysis
- Agarose gel electrophoresis
- Molecular biology training programs

Key Features:

- Complete educational workflow from DNA extraction to PCR amplification
- Hands-on experience in sample handling, reaction setup, and basic genetic analysis
- Includes all necessary reagents for DNA extraction, buffer preparation, and PCR
- Designed for university labs, workshops, and biotechnology training programs
- Suitable for up to 25 student experiments (25 prep)

Sample Type:

- Bacterial cultures (grown overnight in LB media)
- Purified genomic DNA for PCR training experiments

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RNA FUSION™ KIT

(RNA Educational Kit)

Application:

Training and demonstration of RNA-based molecular biology techniques including RNA purification, reverse transcription, PCR amplification, and real-time PCR analysis.

Technology:

Silica membrane-based RNA purification followed by reverse transcription to synthesize cDNA, and amplification using PCR and Real-Time PCR technologies.

Processing Time:

- 2–3 hours (full workflow training)

Downstream Applications:

- Gene expression analysis
- Reverse transcription PCR (RT-PCR)
- Real-Time PCR (qPCR)
- Molecular biology training experiments

Key Features:

- Complete educational workflow from RNA extraction to qPCR
- Hands-on training for RNA handling and gene expression analysis
- Includes reagents for RNA extraction, cDNA synthesis, PCR and qPCR
- Designed for teaching laboratories and training workshops
- Suitable for up to 25 student experiments

Sample Type:

- Bacterial cultures
- RNA extracted from biological samples for training purposes

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GREEN DNA EXTRACTION KIT

(For Plant DNA isolation)

Application:

Isolation of high-quality genomic DNA from various plant tissues including fresh, frozen, and dried samples.

Technology:

Silica membrane-based spin column technology.

Sample Type:

- Plant tissues

Processing Time:

- 30–35 minutes

Downstream Applications:

- PCR ,qPCR , sequencing, genotyping

Key Features:

- Efficient removal of polysaccharides and polyphenols
- Selective DNA binding under chaotropic conditions
- High yield and purity (A260/A280 ~1.8)
- Inhibitor-free DNA suitable for downstream applications

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MICROCORE KIT

(For Bacterial DNA Isolation)

Application:

Purification of genomic DNA from Gram-positive and Gram-negative bacterial cultures.

Technology:

Silica-based spin column DNA purification.

Sample Type:

- Bacterial cultures

Processing Time:

- 20–30 minutes

Downstream Applications:

- PCR, qPCR ,cloning ,sequencing

Key Features:

- Efficient enzymatic and chemical lysis of bacterial cells
- Optimized for Gram-positive and Gram-negative strains
- Selective DNA adsorption onto silica membrane
- Removal of proteins, RNA, and contaminants
- High-quality DNA suitable for sensitive applications

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TISSUE PREP DNA KIT

(For Animal Tissue DNA Isolation)

Application:

Extraction of genomic DNA from animal tissues.

Technology:

Silica membrane spin column technology.

Sample Type:

- Animal tissues

Processing Time:

- 30–35minutes

Downstream Applications:

- PCR ,sequencing , genotyping

Key Features:

- Efficient tissue lysis and protein digestion
- High DNA integrity with minimal fragmentation
- Effective removal of proteins and lipids
- Consistent and reproducible yields

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HEMOEXTRACT DNA KIT

(For Blood DNA Isolation)

Application:

Isolation of genomic DNA from whole blood samples.

Technology:

Silica spin column-based purification.

Sample Type:

- Whole blood

Processing Time:

- 20–30 minutes

Downstream Applications:

- PCR , qPCR , genotyping ,sequencing

Key Features:

- Efficient lysis of blood cells
- Removal of heme and PCR inhibitors
- High purity DNA suitable for sensitive assays
- Compatible with fresh and stored samples

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TOTAL RNA KIT

(Precision RNA Extraction for Advanced Research)

Application:

Isolation of total RNA from various biological samples.

Technology:

Silica membrane-based RNA purification.

Sample Type:

- Cells and tissues

Processing Time:

- 25–30minutes

Downstream Applications:

- RT-PCR ,qPCR , gene expression analysis

Key Features:

- Efficient RNase inactivation
- High-quality intact RNA
- Minimal genomic DNA contamination
- Suitable for sensitive gene expression analysis

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PLASMIPURE™ KIT

(Plasmid Isolation Kit)

Application:

Purification of plasmid DNA from bacterial cultures.

Technology:

Alkaline lysis followed by silica spin column purification.

Sample Type:

- Bacterial cultures

Processing Time:

- 20–30 minutes

Downstream Applications:

- Cloning , transformation , sequencing

Key Features:

- Efficient alkaline lysis
- Selective plasmid DNA binding
- Removal of genomic DNA and proteins
- High purity plasmid suitable for cloning

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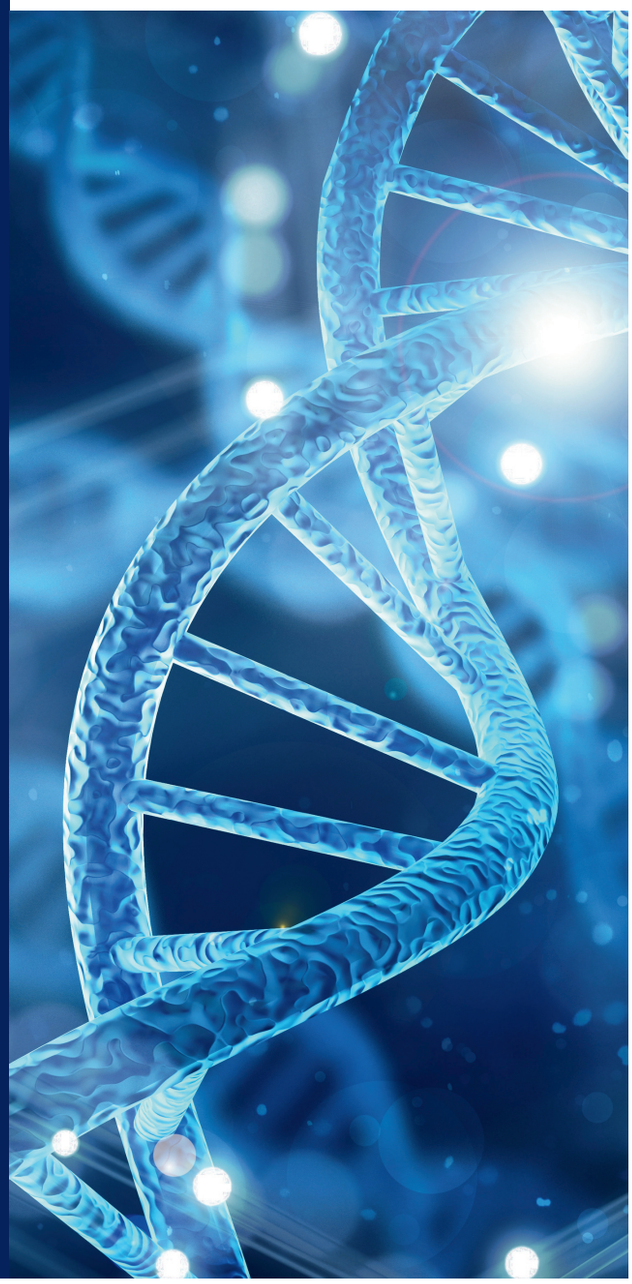

Thank You

We are ready to assist you

our commitment to quality integrity, and customer satisfaction is evident in every aspect of our operations,