

MagicMedia™ *E. coli* Expression Medium SoluPouch™



Green Benefits

- Less packaging
- Less use of nonrenewable resources
- Decreased fuel consumption and greenhouse gas emissions for transport
- Less waste disposal

Introduction

Life Technologies is committed to designing products with the environment in mind—it's one more step toward a smaller footprint. This fact sheet provides the rationale behind the environmental claim that this product utilizes sustainable packaging principles. The MagicMedia™ *E. coli* Expression Medium SoluPouch™ format provides premixed powder packaged in a convenient dissolvable bag. This format results in reduced packaging and waste disposal compared to traditional liquid media formulations.

Product Description

MagicMedia™ *E. coli* Expression Medium promotes high-yield growth of *E. coli* and highlevel expression of T7-regulated heterologous proteins. The MagicMedia™ *E. coli* Expression Medium SoluPouch™ can be added directly to water in an autoclavable flask without opening and discarding the pouch. The pouch simply dissolves into the medium.

Green Feature

Sustainable Packaging

Traditionally, media are prepared in water, sterilized, and transported in disposable plastic bottles. By engineering water-soluble primary packaging for the MagicMedia™ *E. coli* Expression Medium SoluPouch™ format, we were able to eliminate 2 kg of transport weight (water + refrigerant) with every shipment (more if multiple items are ordered), and >75% of packaging derived from nonrenewable resources (Table 1). The result is a decrease in transport weight and decreased consumption of fossil fuel for transport [1].

Table 1. Decreased Transport Weight of the SoluPouch™ Format Compared to Traditional Plastic Bottles.

Media format	Weight
Disposable bottle	187 g
Pouch + sleeve (est.)	40 g
Material Reduction	78.6%

1. Representative Data.

For Research Use Only. Not intended for any animal or human therapeutic or diagnostic use.

© 2011 Life Technologies Corporation. All rights reserved. The trademarks mentioned herein are the property of Life Technologies Corporation or their respective owners. Printed in the USA. C021121-4 1011

Headquarters

5791 Van Allen Way | Carlsbad, CA 92008 USA | Phone +1.760.603.7200 | Toll Free in the USA 800.955.6288
www.lifetechnologies.com