

ProSci Western Blot Products

Trusted Antibodies. Personal Care.



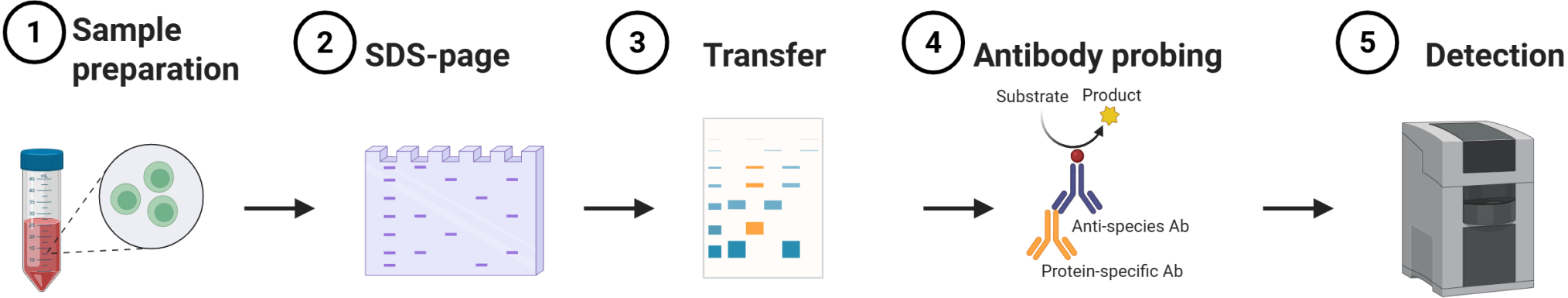
June 2026

The Western blot market continues to grow

- Global Western blot or immunoblot is a well-established mature market estimated at \$1.97 B with a CAGR of 6%*
 - North America accounts for ~45% of this revenue
- Antibodies for Western blot are ~40% of all antibodies sold
- Selling the Western workflow can significantly contribute to your run-rate business
- **ProSci has over 30,000 antibodies** for Western Blot and other applications

*<https://www.grandviewresearch.com/industry-analysis/western-blotting-market>; <https://www.mordorintelligence.com/industry-reports/western-blotting-market>

Western/Immunoblot Workflow



Sample Prep	SDS-Page	Transfer	Antibody Probing	Detection
RIPA buffer	Gel loading buffer	Membranes (Nitrocellulose or PVDF)	Blocking and washing buffers (e.g.)TBS-T)	Gel imaging equipment
Protease & phosphatase inhibitor cocktails	Acrylamide or pre-cast gels	Ponceau stain	Primary antibody	Film
BCA kits	Markers	Transfer buffer	Loading control primary antibody (GADPH, Actin)	
	Positive control lysates		Secondary antibody (HRP conjugate	
	Gel running buffer		ECL substrate solution	

If a researcher purchases everything in the workflow, it would amount to approx. \$5000.

Why Positive Controls Matter for Western Blot

The Scenario: A researcher suspects their sample contains a protein of interest — based on gene expression data (mRNA detected). But mRNA $\neq$ protein. The protein may not be present in sufficient quantities to detect, or the antibody may not be performing as expected.

Run a Positive Control Lysate

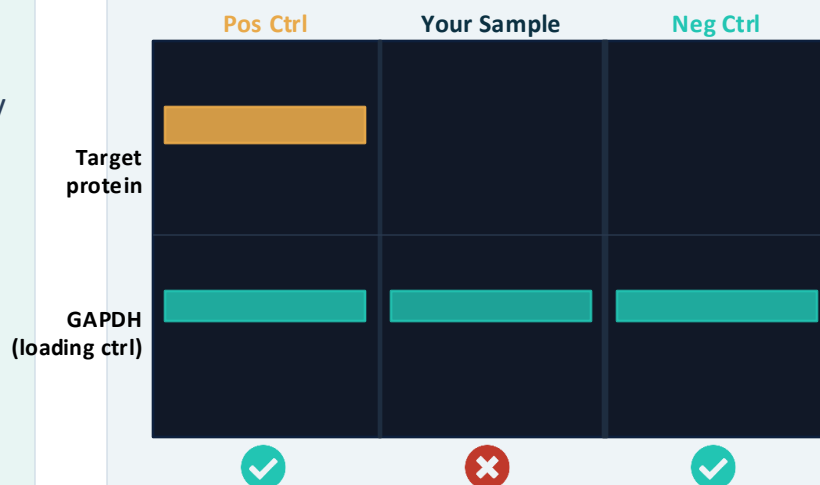
A known human tissue lysate that expresses your target protein.

- ✓ Confirms the antibody can detect the protein
- ✓ Especially valuable for human tissue & cancer — cell lines aren't always biologically relevant
- ✓ Validates results before drawing conclusions about your sample

Add a Loading Control (GAPDH)

GAPDH — a housekeeping protein expressed in virtually all cells and tissues.

Tells you whether protein is present in your sample at all:



Interpret Your Result

How to read the blot:

- ✓ **GAPDH ✓ + Target ✓**
Assay working. Protein present in sample.
- ✗ **GAPDH ✓ + Target ✗**
Sample intact. Protein absent or below detection limit.
- ⚠ **GAPDH ✗ + Target ✗**
Sample likely degraded. Results are uninterpretable — repeat with fresh sample.
- ✗ **No bands in pos. ctrl**
Antibody failure. Troubleshoot before concluding anything about your sample.

Examples of Available Human Tissue Lysates

Western Blot–Ready · Quality-Controlled · Tumor & Normal Tissue Lysates

ProSci's human tissue lysates are prepared for reliable protein analysis — enabling fast, consistent comparison of protein expression across tumor, diseased and normal tissues. Ideal for cancer research, antibody validation, and biomarker studies.

Tumor Normal									
Breast		Lung		Colon		Liver		Prostate	
Tumor Lysate		Tumor Lysate		Tumor Lysate		Tumor Lysate		Tumor Lysate	
Normal Lysate		Normal Lysate		Normal Lysate		Normal Lysate			
Kidney		Ovary		Brain		Stomach		Placenta	
Tumor Lysate		Tumor Lysate		Tumor Lysate		Tumor Lysate		Normal Lysate	
Normal Lysate				Normal Lysate		Normal Lysate			

- ✓

Western Blot–Ready
- ✓

Consistent Protein Concentration
- ✓

Ethically sourced human tissue
- ✓

Expert Scientific Support

LIMITED-TIME OFFER

Easily build tumor vs. normal comparison panels while maximizing your research budget.

Buy 2 Lysates

→ **Get 1 FREE**

Mix & match any tissue types

Buy 4 Lysates

→ **Get 2 FREE**

Build a full panel to study protein expression in tissues from different organs or cancer states

✓ Western Blot–Ready

✓ Consistent Protein Concentration

✓ Human Tissue Sourcing

Loading Control Antibodies

Housekeeping proteins for Western blot normalization — confirming equal protein loading across lanes

All antibodies recognize human, mouse & rat unless noted. Species color key:

 Chicken

 Mouse

 Rabbit

GAPDH

~36 kDa

3 host species for multiplexing. Most widely used loading control.

Chicken

5007, 5003

Mouse

PM-7571

Rabbit

3783, 3781

β -Actin

~41 kDa

Ubiquitously expressed. Close MW to GAPDH — consider if multiplexing.

Chicken

5005, 5009

Rabbit

3777, 3779

β -Tubulin

~50 kDa

Slightly higher MW than GAPDH/Actin. Good separation from most targets.

Chicken

5103

Mouse

PM-7627

Rabbit

7175, 7599, 7597

Vinculin

~125 kDa

High MW advantage — ideal when target protein is <100 kDa. Not as ubiquitously expressed.

Mouse

PM-7811

Rabbit

7489, 7807, 7809

Secondary Antibodies for Western blot

HRP-Conjugated for ECL Detection · Compatible with All Major Imaging Systems

ECL detection uses HRP-conjugated secondary antibodies. ProSci offers a wide range for Western blot and other immunoassay applications. Each recognizes primary antibodies raised in the listed host species.

Anti-Chicken HRP

HRP CONJUGATED

Catalog Numbers:

1609

XG-6183HRP

XR-9120

Detects primary antibodies raised in chicken (IgY). Useful for multiplexing when paired with mouse or rabbit primaries — no cross-reactivity.

Anti-Mouse HRP

HRP CONJUGATED

Catalog Numbers:

XR-9720

Compatible with all IgG mouse monoclonal antibodies. A standard secondary for widely used loading controls such as GAPDH (PM-7571) and β -

Anti-Rabbit HRP

HRP CONJUGATED

Catalog Numbers:

1601

XG-6160HRP

XR-9920

Detects rabbit IgG primaries. Works with all ProSci rabbit loading control antibodies and tissue lysate validation antibodies.



Match secondary to primary host species



Optimize dilution (typically 1:2,000–1:10,000) to minimize background



Combine anti-Chicken with anti-Mouse or anti-Rabbit for multiplex detection



Compatible with standard ECL, enhanced ECL, and digital imaging systems

? How to Find Lysate Customers

START CONVERSATION

Q1 Do you perform Western blots?

NO

YES

Q2 What types of controls do you use for your samples?

YES

Q3 Would you be interested in human tissue controls for your samples?

YES

 **Share the Promotion!**

Buy 2 → Get 1 FREE | Buy 4 → Get 2 FREE

Mix & match tumor + normal panels · Send catalog link



Pivot: Do you use antibodies?

If YES → "ProSci offers 30,000+ antibodies for a wide range of applications — what are you currently working on?"

If NO → Thank them and close politely.



Tip: If they mention GAPDH or β -Actin: "Those are great loading controls. Do you also use any tissue-level controls to validate your antibody detects the right protein in your sample?"



Say: "We have western blot-ready lysates from many human tissues — tumor and other disease states. They confirm your antibody is working and that your sample result is meaningful. Can I tell you about our promotion?"



Leave a Flyer & Follow Up

"No problem — let me leave you our catalog and a data sheet. Many researchers find they get cleaner, more publishable results once they add tissue controls. I'll follow up with you next week."

ProSci Tissue Lysates — *Key part of the Western Workflow*



Human Tissue Lysates

- Validation of cell culture results in biologically relevant samples
- Protein expression in various tissues or comparing normal tissues to cancer
- Sourced, controlled and ready to use



Help your customers

- Better quality results – known controls
- Less wasted time and trouble shooting
- Save money using promotion and on wasted reagents



Grow your business

- Better results = no complaints = customer satisfaction
- Add lysates, antibodies, buffers, and other reagents to maximize run rate