

AVIVA DIFFERENTIATION

ALBUMIN & PREALBUMIN ELISA KITS

May 2025

1. Product Overview

- ✓ Aviva Systems Biology offers high-performance Albumin and Prealbumin (Transthyretin, TTR) ELISA kits, providing reliable quantification of these key serum biomarkers. These kits are designed for use in a variety of research applications, particularly in nutritional status assessments, validation studies, and disease biomarker discovery.

2. Key Features and Benefits

- ✓ *Choosing the right ELISA kit requires balancing **performance**, **ease of use**, and **cost**. Aviva's kits deliver on all three fronts, making them a reliable choice for researchers.*
 - **High Sensitivity & Specificity:** Detects Albumin or Prealbumin with minimal cross-reactivity.
 - **Rapid & Simple Assay Protocol:** Reduces experiment time and improves lab efficiency.
 - **Broad Sample Compatibility:** Works with serum, plasma, and other biological fluids.
 - **Validated Performance:** Rigorously tested for reproducibility and accuracy.
 - **Wide Species Availability:** Albumin kits available for human, mouse, rat, dog, bovine, and pig. Prealbumin kits available for mouse, rat, human samples.
 - **Top-Selling Prealbumin Kits:** The mouse, rat, and human prealbumin ELISA kits are among our top 10 best-selling assays.
 - **Cost-Effective Solution:** Competitive pricing without compromising quality.
 - **Trial Discount:** 10% off the first kit for new customers, ordering a first time, single kit, looking to evaluate or compare performance.

3. Target Audience

- ✓ *Understanding your customer's research focus helps tailor your pitch. While these kits are Research-Use-Only (RUO), highlight how Aviva's kits support studies in malnutrition, inflammation, and liver function for maximum impact.*
 - Clinical researchers studying **malnutrition, inflammation, and liver function**.
 - Biotech and pharmaceutical companies working on **disease biomarker validation**.
 - Academic labs conducting **protein quantification studies**.
 - Hospital and diagnostic laboratories analyzing **nutritional biomarkers**.

4. Competitive Differentiation

- ✓ *When selling against competitors, emphasize Aviva's broad species coverage, shorter assay time, and competitive pricing to win over potential buyers.*

Feature	Aviva ELISA Kits	Competitors
Assay Time	60-100 mins	~3-4 hours
Sample Types	Serum, Plasma, Biofluids	Serum, Plasma
Species Coverage (Albumin Kits)	Human, Mouse, Rat, Dog, Bovine, Pig	Limited
Price Point	Competitive	Higher
Trial Offer	10% off first kit* 1st time purchase of kit, applies to single kit	

5. Used In Peer-Reviewed Journal Publications

- ✓ *Real-world applications reinforce the reliability of Aviva's kits. Researchers trust our solutions to drive impactful discoveries.*

A 2021 study published in Nature Communications (Zhao et al., 2021) utilized Aviva's Prealbumin ELISA Kit to measure Transthyretin (TTR) protein levels in mouse serum as part of their optimization of gene expression in a humanized TTR mouse model.

Hunt, C., Hartford, S.A., White, D. et al. Tissue-specific activation of gene expression by the Synergistic Activation Mediator (SAM) CRISPRa system in mice. Nat Commun 12, 2770 (2021). <https://doi.org/10.1038/s41467-021-22932-4>

6. Key Selling Points for Distributors

- ✓ *Aviva's lower pricing, strong demand, and global availability make these kits an easy sell.*
 - Strong demand in nutritional and liver disease research.
 - Broad species availability supports diverse research needs.
 - Trial Discount Available: 10% off first kit purchase to encourage customer adoption.
 - Technical support and detailed protocols provided for easy adoption.

7. Call to Action

- ✓ *Encourage potential customers to take the first step with a discounted trial kit. This gives them confidence in performance before committing to bulk orders.*

Encourage your customers to explore Aviva's Albumin/Prealbumin ELISA Kits for their research needs. **Take advantage of our 10% discount on the first kit for trial purposes.** For pricing, bulk orders, or technical support, contact:

- info@avivasysbio.com
- techsupport@avivasysbio.com

ORDERING INFORMATION

Product SKU	Product Name	List Price	Product Webpage
OKIA00111	Prealbumin ELISA Kit (Mouse)	\$635.00	https://www.avivasysbio.com/prealbumin-elisa-kit-mouse-okia00111.html
OKIA00081	Prealbumin ELISA Kit (Human)	\$455.00	https://www.avivasysbio.com/prealbumin-elisa-kit-human-okia00081.html
OKIA00159	Prealbumin ELISA Kit (Rat)	\$635.00	https://www.avivasysbio.com/prealbumin-elisa-kit-rat-okia00159.html
OKIA00087	Albumin ELISA Kit (Mouse)	\$395.00	https://www.avivasysbio.com/albumin-elisa-kit-mouse-okia00087.html
OKIA00131	Albumin ELISA Kit (Rat)	\$395.00	https://www.avivasysbio.com/albumin-elisa-kit-rat-okia00131.html
OKIA00021	Albumin ELISA Kit (Dog)	\$395.00	https://www.avivasysbio.com/albumin-elisa-kit-dog-okia00021.html
OKIA00046	Albumin ELISA Kit (Human)	\$399.00	https://www.avivasysbio.com/albumin-elisa-kit-human-okia00046.html
OKIA00183	Albumin ELISA Kit (Monkey)	\$579.00	https://www.avivasysbio.com/albumin-elisa-kit-monkey-okia00183.html
OKIA00185	Albumin ELISA Kit (Pig)	\$555.00	https://www.avivasysbio.com/albumin-elisa-kit-pig-okia00185.html

CONTACT INFORMATION

Aviva Systems Biology

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