



# ProteinSimple Partner Showcase: A History of Innovation

Ed Chase, Senior Director  
ProteinSimple

CE Pharm 09/19/2022

# A HISTORY OF INNOVATION

*But first,*

Thank you...

- for your support
- for your friendship
- for making the iCE technology the gold standard for cIEF (technology + application support)

# A HISTORY OF INNOVATION

## Go fast with Turbo CE-SDS™ Cartridge



- Runs on Maurice – no need to purchase another instrument
  - 5x speed/output of regular CE-SDS to reduce time and cost
  - Same data quality to make decisions easily
- Introduced July 2022

# A HISTORY OF INNOVATION

iCE280



1999



iCE3



2012



Maurice  
"More-ice"



2016

# A HISTORY OF INNOVATION

*The Maurice world, post 2016*

- Empower driver to increase data integrity
- Empower qualification for regulated labs
- New CE-SDS Plus cartridge with superior performance
- 458 filter for DAR application
- Turbo cart
- Multiple publications

# A HISTORY OF INNOVATION



## Maurice Flex

One instrument, 1 s/w: multiple apps

- cIEF. CE-SDS (like Maurice)
- Fractionation of IEF isoforms – NEW
- Urea friendly

1. Simplifies your workflow
2. Performs intact mass, peptide mapping
  - pool fractions if required
  - urea friendly
3. Reduces instrument spending

# A HISTORY OF INNOVATION

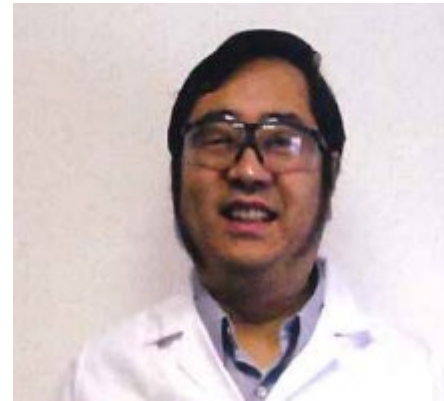
## *The ProteinSimple team at CE Pharm*

- |                       |                                     |
|-----------------------|-------------------------------------|
| • Bonnie Edwards      | Senior Product Manager              |
| • Chris Heger         | Director, Applications Science      |
| • Ed Chase            | Senior Director Strategic Solutions |
| • Jessica Dermody     | Director, R&D Science               |
| • Jiaqi Wu            | Principal Scientist                 |
| • Kefei Wang          | Senior Product Manager              |
| • Melinda Mongelluzzo | Manager, Tradeshow & Events         |
| • Priyanka Sarkar     | Applications Scientist              |
| • Roland Wang         | Director, Systems Engineering       |
| • Will McElroy        | Senior Application Scientist        |

# A HISTORY OF INNOVATION

## *Speaking of Jiaqi*

- Co-inventor of iCE technology
- CE Pharm Lifetime Achievement Award
- Optimized assay conditions  
2005: 250 2017: 3,000 today??



2008



*Thank you!*

*Please stop by our booth and also  
view Jessica's Maurice Flex poster*