



## Celebrating 10 Years of Core-Shell LC Technology – Win A Kinetex Column!

Phenomenex is celebrating the 10th birthday of [Kinetex® Core-shell LC technology](#)! We wanted to go BIG this year, so not only are we offering a great deal off your next LC column purchase, but we are giving away a [FREE Kinetex](#), phase of your choice, to one lucky winner!

Enter to win by clicking the following link. Best part – absolutely no purchase necessary!  
[ENTER TO WIN HERE](#)

The last 10 years has been an [amazing journey for Phenomenex](#), as we have continued to innovate and grow in the field of core-shell LC technology. We strive to bring customers the highest quality of product, not just because that is what we should do, but because we so strongly care for the work our customers are doing.

[Kinetex columns](#) have starred in over 4,500 journal articles and maintained a reputation for top-notch quality and consistency. That's pretty impressive for a 10-year-old!

## Let's Celebrate!

Did You Know...

Guess what? I just turned 10 years old!

Kinetex columns have starred in over **4,500 journal articles** and maintained a reputation for top-notch quality and consistency.



With over 11 phases, 5 particle sizes, and dozens of configurations – Kinetex expands to fit your lab for years to come. Kinetex Core-shell Technology delivers dramatic improvements in efficiency over fully porous media which can be leveraged to increase resolution, improve productivity, reduce solvent consumption, and decrease costs. Whether you are running HPLC or UHPLC methods, the Kinetex Core-shell family can deliver shockingly improved performance over the current column you are using.



## Dive Deeper Into Kinetex Particle Sizes

Immediately improve resolution, productivity, and sensitivity of your current 3 µm and 5 µm analytical & prep HPLC methods by dropping in a Kinetex 5 µm core-shell technology column. This core-shell particle was specifically developed for use on standard or order model HPLC systems that may have low pressure limitations. Transform your current 3.5 µm HPLC methods following the requirements of Ph. Eur. or USP with the new Kinetex 3.5 µm Core-Shell Technology. This core-shell particle was developed for use on standard or older model HPLC systems that may have low pressure limitations.

On low volume HPLC & UHPLC systems Kinetex 2.6 µm columns will perform like a fully porous sub-2 µm column at moderate back pressures, providing up to three times the efficiency of 5 µm and double the efficiency of 3 µm fully porous media. Dramatically improve the productivity and performance of your existing methods with the use of shorter Kinetex columns, all while decreasing your solvent usage!

Kinetex 1.3 and 1.7 µm core-shell technology produces increased efficiencies over traditional,

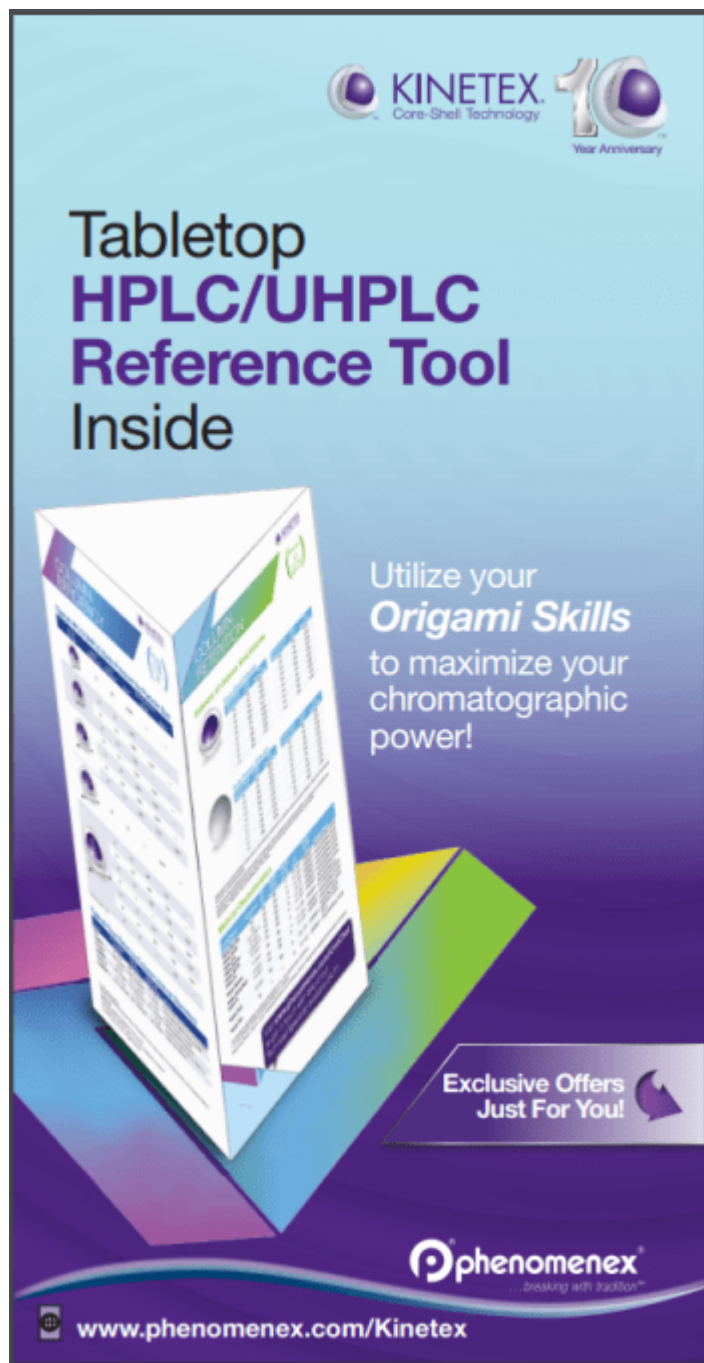



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fully porous sub-2  $\mu\text{m}$  columns on the market, yielding remarkable chromatographic resolution, higher peak capacities, longer lifetime, and greater sensitivity, so labs can get the most out of every UHPLC analysis.

Explore Kinetex Core-Shell Technology with Following Resources

[“Tabletop HPLC/UHPLC Reference Tool”](#)





 **KINETEX**<sup>®</sup>  
Core-Shell Technology


 **10**  
Year Anniversary

# Tabletop HPLC/UHPLC Reference Tool Inside

Utilize your *Origami Skills* to maximize your chromatographic power!

Exclusive Offers Just For You! 

 **phenomenex**<sup>®</sup>  
...breaking with tradition™

 [www.phenomenex.com/Kinetex](http://www.phenomenex.com/Kinetex)

[“Discover Unimaginable Lab Happiness”](#)

# Look Inside for **Unimaginable Lab Happiness**



Side effects will include the sudden onset of awesomeness and excessive high-fives from your colleagues. May cause explosive job promotions.

Are your  
**current  
LC Columns**  
underperforming and just  
downright **BORING?!**



## **Don't worry!**

Our core-shell hero has been saving labs like yours from unhappy LC column performance for the last **TEN** years.



[“The Five Pros of Kinetex Core-Shell Technology”](#)



**The Five Pros of  
Kinetex<sup>®</sup> Core-Shell  
Technology**

5  $\mu\text{m}$   
3.5  $\mu\text{m}$   
2.6  $\mu\text{m}$   
1.7  $\mu\text{m}$   
1.3  $\mu\text{m}$

 **phenomenex**<sup>®</sup>  
...breaking with tradition™

[Phenomenex.com/Kinetex](http://Phenomenex.com/Kinetex)

Discover more amazing tools and references when you [ENTER TO WIN](#) for a chance to win a free Kinetex Column - phase of your choice!



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Related Articles:

["Kinetex Columns Win Gold for Quality from Leading Industry Publication"](#)

[Kinetex Columns Win Gold for Quality from Leading Industry Publication](#)



[“How to Achieve Advanced Multi-modal LC Selectivity”](#)

[How to Achieve Advanced Multi-modal LC Selectivity](#)

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