



## Agdia, Inc. Launches AmplifyRP® LAMP Master Mix: A Game-Changer for Isothermal Molecular Diagnostics

Agdia, Inc., a global leader in the development and production of diagnostic test kits for over four decades, proudly announces the launch of its [AmplifyRP® LAMP Master Mix](#). This versatile new product empowers researchers at life science companies, universities and organizations alike in a broad range of industries to develop and deploy their own LAMP (Loop-Mediated Isothermal Amplification) assays.

Designed with user convenience, high sensitivity and lot-to-lot performance consistency in mind, this product sets a new benchmark for LAMP assay development.

### A Powerful Tool for Molecular Diagnostics

AmplifyRP® LAMP Master Mix is a one-step solution that simplifies the assay development process. It comes pre-formulated with an intercalating dye, allowing users to add only their specific primers for DNA detection, or include reverse transcriptase for RNA targets. Key features include:

- **Enhanced sensitivity and minimal background noise:** The master mix delivers exceptional signal-to-noise performance, even in complex sample matrices.
- **Wide sample compatibility:** Whether working with plant tissues, animal samples, or environmental materials, users can expect reliable results.
- **Lyophilization-ready formulation:** The mix is freeze-drying compatible, ensuring maximum stability and ease of transport.
- **Flexible sizing options:** Available as a liquid reagent in sizes of 100 or 500 reactions, meeting the diverse needs of research and commercial applications.
- **Unmatched support:** Backed by Agdia's industry expertise, warranty, and technical support team.

“With AmplifyRP® LAMP Master Mix, we’re not just offering a one-off product. We’re providing a pathway for our customers to innovate and create,” said Coilin Walsh, Agdia’s Director of Marketing. “From agriculture and biosecurity to applications in food fraud and invasive species monitoring, this product will allow our customers to efficiently develop and ultimately deploy their assays from the lab to the field.”

### Applications Across Industries

The potential applications for [AmplifyRP® LAMP Master Mix](#) span a broad spectrum of critical fields where the development & deployment of rapid diagnostic tests are needed, including:

- **Agriculture & horticulture:** Rapid detection of crop pathogens to mitigate losses.
- **Animal health:** Monitoring infectious diseases in livestock.
- **Biosecurity:** Detecting and responding to biological threats.



Figure 1. AmplifyRP® LAMP Master Mix: Available in sizes of 100 or 500 reactions



- **Food safety & fraud prevention:** Ensuring food authenticity and safety from farm to table.
- **Invasive species & infectious disease research:** Addressing emerging threats to local ecosystems & communities with speed and accuracy.

### Scalable Solutions Beyond Development

AmplifyRP® LAMP Master Mix can be paired with Agdia’s robust suite of services, including contract assay development, contract manufacturing, production scale-up, and lyophilization. These additional capabilities ensure researchers and organizations can seamlessly move from R&D to commercialization, with support at every step.

Additionally, for users seeking to deploy their assays for practical use beyond the lab, Agdia will soon release the **AmpliFire® Pro**, a next-generation portable isothermal fluorometer. This innovative, battery-operated device builds on the success of the original AmpliFire® platform with enhanced optics, customizable throughput options, and an improved user interface. Its ability to support simultaneous multi-assay runs makes it the ideal partner for LAMP-based diagnostics.



**Figure 2.** The portable AmpliFire® Pro isothermal fluorometer

Other key features of the AmpliFire® Pro include:

- Support for **1-32 samples per run** for diverse throughput needs.
- **Redesigned interface** for intuitive operation and faster workflows.
- Enhanced result visualization, including amplification curves and RFU histograms.
- Capability for **post-amplification annealing curve analysis**, delivering greater assay specificity.

### Why Partner with Agdia?

For over 40 years, Agdia has been at the forefront of diagnostic innovation. With hundreds of commercialized test kits and a commitment to quality and customer support, Agdia remains a trusted partner for researchers, universities, regulatory entities and life science companies worldwide.

“AmplifyRP® LAMP Master Mix and the upcoming AmpliFire® Pro represent the culmination of decades of expertise in diagnostics,” said Coilin Walsh. “We developed these products to address the growing need for research scientists at universities, private-sector companies and regulatory agencies to respond quickly to emerging threats with rapid, easy-to-use and field-deployable diagnostics”

### Availability

AmplifyRP® LAMP Master Mix is [available now in sizes of 100 or 500 reactions](#). To learn more about the product or Agdia’s additional services, [contact us here](#) or email [info@agdia.com](mailto:info@agdia.com).

The AmpliFire® Pro instrument is also slated to launch this year. Stay tuned for more updates.



## **About Agdia**

A leading provider of diagnostic solutions for agriculture, Agdia, Inc. has been serving plant breeders, propagators, growers, universities, and private testing laboratories since 1981. The company offers a comprehensive portfolio of validated, easy-to-use diagnostics for identifying plant pathogens, hormones, and transgenic traits. In addition, Agdia operates an ISO accredited, in-house, testing services laboratory. Agdia's quality management system is ISO 9001:2015 certified and their Testing Services Laboratory is ISO/IEC 17025:2017 accredited by ANAB. Visit the company's website at [www.agdia.com](http://www.agdia.com), e-mail [info@agdia.com](mailto:info@agdia.com), phone 1-574-264-2615 (toll-free 800-622-4342) or fax 1-574-264-2153.

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