

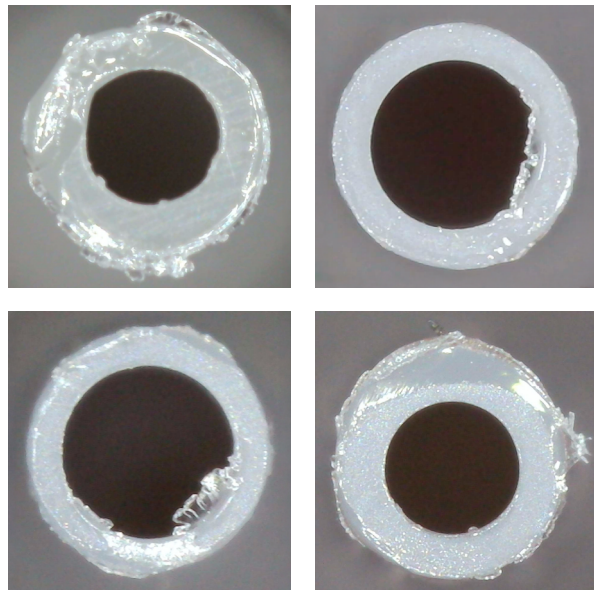
# The Tipping Point

Don't let low-quality pipette tips compromise high-quality science

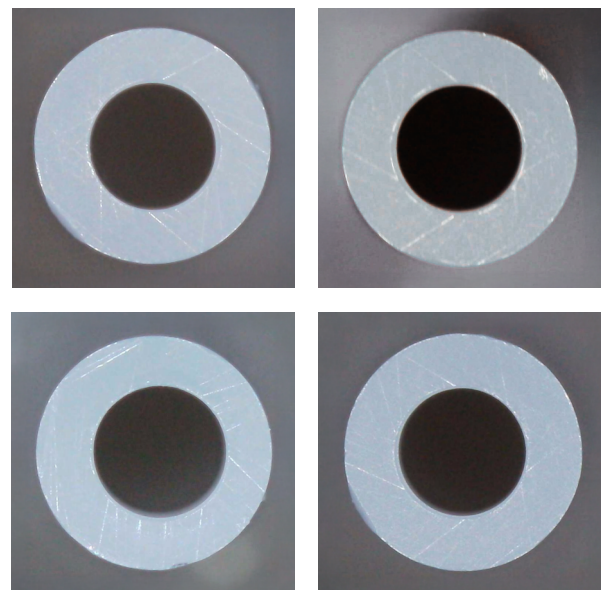
## Introduction

Despite being in direct contact with every sample and reagent, pipette tips are frequently treated as generic, low-impact tools. When experimental data is inconsistent, researchers often blame instruments, reagents, protocols, or operators but rarely consider pipette tips as a potential source of error. However, subtle defects like internal or external flashing, warped orifices, uneven wall thickness, stray fibers, or poor fit on the pipette can lead to volume inaccuracies, droplet retention, or inconsistent dispensing. Ignoring tip quality can result in wasted time troubleshooting the wrong variables, when the issue may lie with the most basic consumable in the workflow.

### Other Manufacturers



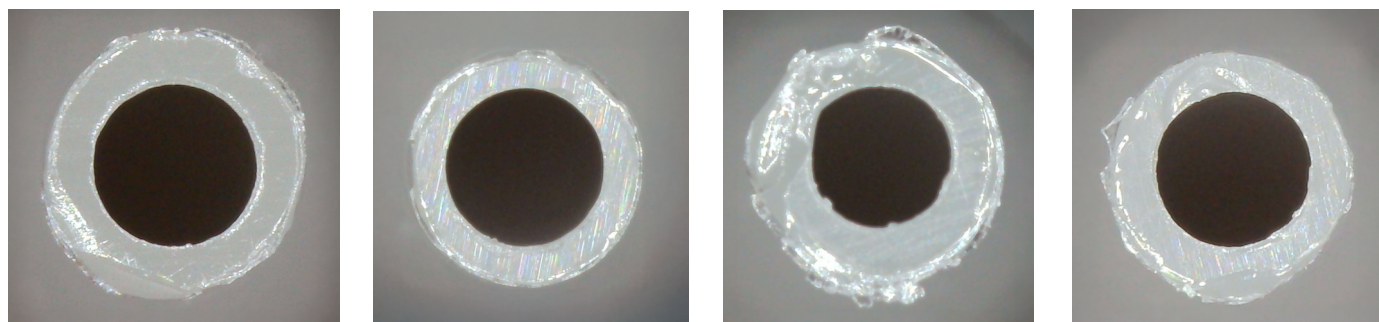
### BRAND



**Figure 1.** Microscopic comparison of pipette tip orifices of new tips from four popular tip manufacturers and BRAND, with BRAND tips coming from a single 96-tip rack\*



**Figure 2.** Stray fibers found in various, new, out-of-the-box (non-BRAND) pipette tips



**Figure 3.** Microscopic comparison of pipette tip orifices of new tips from one non-BRAND manufacturer, all from a single 96-tip rack

In multichannel pipetting workflows, inconsistencies in tip geometry within the same rack of tips can result in variable dispensed volumes in experiments where equal reagent volumes are expected. The images above illustrate this issue using four randomly selected tips from a new rack – highlighting how without precise manufacturing controls, noticeable variations can exist even among tips from the same batch.

## Why BRAND?

BRAND pipette tips are trusted by scientists worldwide for their exceptional quality and performance. Consistent high-quality tips allow users to achieve reproducible results. Manufactured in Germany in an award-winning facility, BRAND tips are produced in ISO-certified cleanrooms, ensuring every tip meets the highest standards of cleanliness and volume accuracy. A broad selection of filter and non-filter tips, as well as sterile options, allows you to choose exactly what your workflow demands. Whether you're working with sensitive assays like qPCR, cell culture, or high-throughput screening, BRAND tips deliver tight tolerances, and reliable fit every time.

With a focus on sustainability, BRAND leads the way in reducing environmental impact through efficient manufacturing and recyclable packaging. EcoVadis, a globally recognized sustainability rating that evaluates companies on environmental, ethical, and social responsibility practices, has awarded BRAND the Gold Medal. This places BRAND in the top 5% of companies worldwide, meaning scientists can trust BRAND not only for precision and quality but also for responsible, future-focused innovation and a strong commitment to sustainability.

In North America, BRANDTECH supports scientists with reliable BRAND products ensuring easy access across the U.S. and Canada through your favorite distributor or direct. Our universal-fit tips are compatible with most major pipette brands.

Contact your local BRANDTECH representative or go to [brandtech.com](http://brandtech.com).

Explore BRAND  
quality tips!



\*All tips assessed are brand new, straight from leading manufacturers of commonly used pipette tips. Each has a nominal volume of 200  $\mu$ L or 300  $\mu$ L.

