



Company Overview

[Namocell](#) is located in Fremont, CA and competes with the WOLF on the low-end side with cell deposition. Namocell was acquired by bio-technie in June 2022.

Products

- [Hana](#) Single Cell Dispenser
488nm laser, 2-colors + FSC/SSC



- [Pala](#) Single Cell Dispenser
488nm / 561nm or 405nm, up to 11-colors + FSC/SSC



- [Disposable](#) Cell Cartridge



Pricing

- Hana: \$55,000 - \$89,950 (2022)
\$97,550 (2023 +8.5%)
- Pala: \$125,000 (2022)
\$143,550 (2023 +15%)
- Annual Service: \$10,000 (2022)
\$14,000 (2023)
- Cartridge: \$1,100 per 10 (2023)
AUSP: \$85.80 - \$110/ea. (2022)

Strengths

- Speed – for Bulk sorting claim 300,000 cells/sec, 100M cells in 5 minutes; Single cell sorting 96-well in 1 minute; 384-well in 3 minutes.
- Sample density ranges from 100 cell/mL to 150M cells/mL.
- Gentle sorting at <2psi.
- 1 μ L droplet (great for PCR reagents saving).
- Well-known for Cell Line Development applications.
- Other applications they claim:
 - Single Cell Genomics
 - CRISPR & Cell Engineering
 - Antibody Discovery
 - Rare Cell isolation
 - Synthetic Biology

Weaknesses

- 1-minute plating in 96-well resulted in low single cell deposition efficiency (75%-80%)
- Namocell systems use bottles for sheath - cleaning, sterilization (~1 hour) required vs. WOLF disposable cartridges require no cleaning / sterilization.
- 488nm laser (Hana) only 2-color, not optimal for RFP vs. WOLF's 3-colors provides additional fluorescent channel. If using a viability dye, only one channel left for another label.
- Namocell systems only sort into plates vs WOLF can bulk sort into plates or tubes.
- Namocell cartridge is aseptic and must be cleaned with Ethanol.
- Sample is limited to one time 750 μ L input volume and cartridge must be manually loaded.
- Software is limited to rectangle gating options which can be difficult to accurately exclude doublets. Customers have reported many well with doublets.
- Must use sheath or PBS and causes cell stress.

How we win

- WOLF offers bulk 2-way sorting.
- WOLF cartridge is truly sterile and there is no maintenance or cleaning.
- User can refill WOLF sample tube.
- WOLFViewer offers superior gating to exclude doublets and isolate rare cells. Index sorting and plate maps are import for CLD processes.
- WOLF use cell culture media and keep the cells happy.
- NanoCollect has better historical support of their customers.

Possible Landmines

- Recent acquisition by bio-technie give more strength to their sales process and support resources. Our old assumptions might have to change.