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ZirChrom Separations Inc., Launches New ZirChrom[®]-MS Chromatography Columns

New High Performance Liquid Chromatography (HPLC) Columns Offer Enhanced Retention, Unique Selectivity and Improved Peak Shape for Basic Drugs on an LC/MS Compatible Platform

Somerset, NJ (November 17, 2003) – A next generation HPLC column for LC/MS applications, ZirChrom[®]-MS, will be introduced by ZirChrom Separations, Inc. at the EAS (Eastern Analytical Symposium) 2003 Trade Show in Somerset, NJ. The new surface deactivated ZirChrom[®]-MS columns offer enhanced retention, unique selectivity, and improved peak shape for basic pharmaceutical compounds compared to other columns currently on the market. ZirChrom will introduce its new product at the Garden State Convention Center, Booth #220 from November 17-19.

The following unique features make ZirChrom[®]-MS columns an ideal choice for today's LC/MS method developer:

- Compatible with volatile, near neutral pH mobile phase buffers.
- Enhanced retention for basic drugs compared to bonded phase C18 silica.
- Very different selectivity for basic drugs compared to bonded phase C18 silica.
- Improved peak shape and efficiency for basic drugs compared to bonded phase C18 silica.
- Able to analyze basic, acidic or neutral compounds, or mixtures of all three, simultaneously.
- Low column bleed characteristics due to covalent bonding chemistry.

Dr. Clayton McNeff, CEO, ZirChrom, said, "ZirChrom[®]-MS represents another first of its kind zirconia-column designed specifically for MS detection and the high demands of pharmaceutical method development specifications. Using our novel covalently attached Lewis acid deactivation chemistry, ZirChrom has developed a highly retentive reversed-phase HPLC column, which is easy to use and which still has the inherent chemical stability advantages of zirconia-based HPLC columns. Most importantly, this new column still maintains the very different chromatographic selectivity, especially for basic pharmaceuticals, that distinguish zirconia-based columns from traditional bonded C18 silica phases. This new column compliments the family of reversed phase columns that ZirChrom currently markets; a family of chemically different, ultra-durable HPLC columns."

About ZirChrom Separations

ZirChrom Separations, Inc. is a company formed in 1995 and located in Anoka, Minnesota. ZirChrom manufactures a full line of zirconia-based high performance chromatographic materials for analysis and purification by high performance liquid chromatography (HPLC).

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