

Celebrating 150 years of trusted assurance

Rapid Chromogenic Testing

Bacillus cereus, *Escherichia coli* (*E. coli*), Coliforms and *Enterobacteriaceae* counts using Bio-Rad RAPID'Chromogenic media



Are you using the best method for your microbiology testing?

E. coli, Coliforms, and *Enterobacteriaceae* are critical hygiene indicators in food production and processing, and testing for these microorganisms is an important part of food safety.

Traditional microbiology methods can take time to obtain a confirmed result, particularly for samples where background flora or closely related non-target organisms are present.

AsureQuality Advantage

AsureQuality delivers fast, accurate testing for the enumeration of *Bacillus cereus*, *Escherichia coli* (*E. coli*), Coliforms, *Enterobacteriaceae*, for product and environmental samples. Our accredited laboratories combine our globally recognised expertise with Bio-Rad RAPID'Chromogenic technology, giving you results that are:

Fast

Direct counts, with no false positive results and no confirmation steps. Accurate finalised results are available in one day.



Reliable

The use of unique high colour-contrast agar selectively screens out non-target bacteria.

Recognised

IANZ accredited under the MPI Recognised Laboratory Programme for export market access. Validated to AFNOR, AOAC and ISO standards.

Efficient

Testing for Coliforms and *E. coli* can occur simultaneously, allowing you to receive two results from a single test.

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What This Means For You

Release products faster

Reduce unnecessary delays and costs due to confirmation testing

Protect your brand and your customers

Comply with local and overseas regulatory requirements

Access expert advice, not just a test result

The AsureQuality Commitment

Proven technology

Bio-Rad's global standard method enables us to optimise lab processes to deliver fast, confirmation-free results.

Extra support

Advice from our technical team on contamination management and guidance on when to use rapid versus traditional methods.

Trusted information about lab services and personal support via our Customer Care Centre.

Real-time visibility

Register samples, track test progress and view individual test results as soon as they are available via our LabConnect portal.

Move to rapid chromogenic testing today