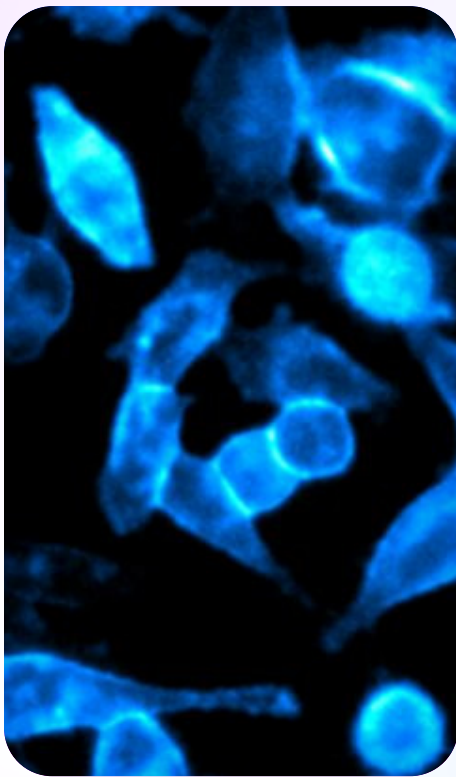


# Custom-engineered knock-ins. Seamless luminescence.

Endogenous protein detection with highly sensitive protein tags

Powered by Promega, delivered by EditCo



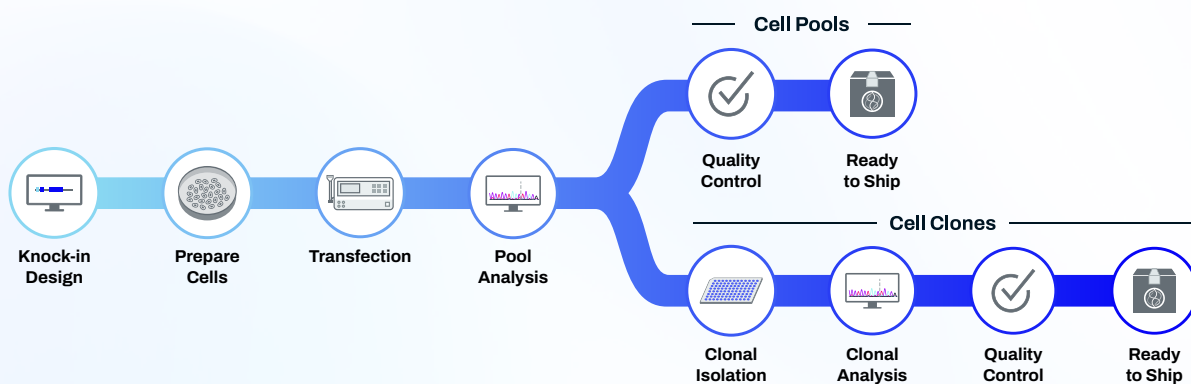
## Scalable, real-time endogenous protein analysis made simple

HiBiT is an 11-amino acid tag that enables real-time, quantitative readout of endogenous protein expression without disrupting protein function or localization. When paired with Promega's LgBiT and Nano-Glo® detection system, EditCo's robust, HiBiT-tagged CRISPR knock-ins transform your cells into powerful biosensors — perfect for drug discovery, cell-based assays, and protein quantification.

## Smaller Tag. Brighter Signal. Faster Data.

- ✓ **Biological accuracy:** Easily tag endogenous proteins while preserving natural function and localization
- ✓ **High-sensitivity:** Consistently detect even low-abundance proteins for quantitative results in live or lysed cells
- ✓ **Speed & scalability:** Get as many custom-edited, luminescence-verified cell lines as you require in as little as 7 weeks
- ✓ **Flexibility & confidence:** Your desired cell lines and proteins, our guarantees and expertise to move your research forward

Why EditCo? Custom Design. CRISPR Precision. Seamless Delivery.



Our team of experts will design a precise knock-in strategy based on your gene of interest, cell line, and insertion location preference (C-terminal, N-terminal). Using RNP electroporation and synthetic guides, we maximize editing efficiency. **Cells available both clonally or as highly efficient pools with >70% average knock-in efficiency.\***

\*Data based on pool editing across 31 loci, with a median knock-in efficiency of 95%

Image: Knock-in HeLa cells with HiBiT inserted at the EGFR locus. Intracellular LgBiT is expressed ectopically and cells were imaged using the GloMax Galaxy Bioluminescence Imager. Source: Promega

# Compare Your Options

## Build or Buy? A Better Way to Tag Your Protein

EditCo provides across-the-board customization and confidence for both immortalized and iPS cells, regardless of scale, budget, gene popularity. While other HiBiT-tagged knock-in cell lines provide an easier solution than the internal burden of designing and editing tagged proteins yourself, they often have limited or unclear options.

Criteria	Do-It-Yourself	CRO / Generic Provider	EditCo Custom Tag Service
Customization	✓	?	✓
Editing Efficiency	?	?	✓
Quality Control	?	?	✓
Licensing Coverage	X	X	✓
Turnaround Time	X	X	✓
Cost Predictability	X	?	✓
Scalability	X	X	✓
Support & Expertise	X	?	✓
Guarantees	X	?	✓

✓ Inherently included in knock-in cell lines    ? Limited or unclear options with minimal flexibility    X Not supported or sub-optimal

## EditCo Knock-in Tags

Whether you're quantifying protein degradation, live cell imaging, or studying protein kinetics, we have a solution for you.

Feature	NanoLuc	HiBiT	HaloTag
Signal Type	Luminescence	Luminescence	Fluorescence
Size	~19 kDa	11 aa peptide	~34 kDa
Brightness	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	N/A
Live-cell Compatible	✓	✓	✓
Affinity Purification	X	✓	✓
Real-Time Protein Quantification	✓	✓	✓
Secreted Protein Detection	✓	Partial	X
Application Focus	Reporters, HTS	Endogenous protein quantification	Live imaging, trafficking, degradation

Learn more at [editco.bio](https://editco.bio)

