

COMMERCIALIZE THIS!

Brand new "litmus test" for *E. coli*

The first time the well-known litmus test has been put to a new use. Testing for *E. coli* has just become simpler than ever.

HOW DOES IT WORK?

Litmus paper changes colour according to pH, so researchers found a way to link pathogens to pH.



WHY IS IT NOVEL?

This is the first time that litmus paper has been put to an entirely new use.

In contrast to conventional testing methods, this test is easy, accurate, portable and far less expensive.

The method can be applied to detect carcinogens, disease and other pathogens.

WHAT INDUSTRY SECTORS MIGHT WANT TO USE IT?

- Food processing companies
- Municipal governments
- Health authorities
- Campgrounds and parks
- Food retailers and restaurants.



WHAT PROBLEMS DOES IT SOLVE?

- Delayed decision-making on beach closures
- Health hazards from drinking contaminated liquids
- Inaccurate test results leading to misinformed decisions
- Contaminated swimming-pools



WHAT PRODUCTS COULD IT MAKE?

- DIY water testing kits
- Municipal water monitoring kits
- Food testing kits
- Medical diagnostic kits

