

ab326430 – Human Von Willebrand Factor SimpleStep ELISA® Kit, Chemiluminescent

For the quantitative measurement of Von Willebrand Factor in human serum, plasma (heparin), plasma (EDTA), plasma (citrate), cell culture supernatant.
For research use only - not intended for diagnostic use.
Patent pending.

For overview, typical data and additional information please visit: www.abcam.com/ab326430

Storage and Stability: Store kit at 2-8°C immediately upon receipt. Refer to list of materials supplied for storage conditions of individual components. Observe the storage conditions for individual prepared components in the Standard Preparation and Reagent preparation sections.

Limitations: All data, except typical standard curve and sensitivity were collected using the colorimetric version of this kit (ab223864).

Materials Supplied

Item	Quantity 1 x 96 tests	Storage Condition
Human Von Willebrand Factor Capture Antibody (Lyophilized) 10X	1 Vial	+4°C
Human Von Willebrand Factor Detector Antibody 10X	600 µL	+4°C
Human Von Willebrand Factor Lyophilized Recombinant Protein	2 Vials	+4°C
Antibody Diluent 5BI	6 mL	+4°C
Sample Diluent NS	50 mL	+4°C
Wash Buffer PT 10X	20 mL	+4°C
ChemiHRP Reagent A	3 mL	+4°C
ChemiHRP Reagent B	3 mL	+4°C
SimpleStep Pre-Coated Black 96-Well Microplate	96 Wells	+4°C
Plate Seal	1	+4°C

Materials Required, Not Supplied

These materials are not included in the kit, but will be required to successfully utilize this assay:

Luminometer with the following settings: 0.5-1 second/well read time; summation mode (all wavelengths).

Method for determining protein concentration (BCA assay recommended).

Deionized water.

Multi- and single-channel pipettes.

Tubes for standard dilution.

Orbital microplate shaker for all incubation steps: capable of 750 rpm shaking speed.

Optional: Phenylmethylsulfonyl Fluoride (PMSF) (or other protease inhibitors).

Reagent Preparation

Equilibrate all reagents to room temperature (18-25°C) prior to use. The kit contains enough reagents for 96 wells. The sample volumes below are sufficient for 48 wells (6 x 8-well strips); adjust volumes as needed for the number of strips in your experiment.

Prepare only as much reagent as is needed on the day of the experiment. Capture and Detector Antibodies have only been tested for stability in the provided 10X formulations.

1X Wash Buffer PT: Prepare 1X Wash Buffer PT by diluting Wash Buffer PT 10X with deionized water. To make 50 mL 1X Wash Buffer PT combine 5 mL Wash Buffer PT 10X with 45 mL deionized water. Mix thoroughly and gently.

10X Capture Antibody: To reconstitute the lyophilized capture antibody, centrifuge at 10,000 g for 2 minutes. Add 660 µL of Sample Diluent NS, let sit at room temperature for 10 minutes and resuspend well by inverting the tube by hand and gently pipetting. Unused reconstituted antibody can be stored frozen at -20°C. Avoid repeated freeze-thaw cycles.

Antibody Cocktail: Prepare Antibody Cocktail by diluting the capture and detector antibodies in Antibody Diluent 5BI. To make 3 mL of the Antibody Cocktail combine 300 µL 10X Capture Antibody and 300 µL 10X Detector Antibody with 2.4 mL Antibody Diluent 5BI. Mix thoroughly and gently.

Lumi HRP Development Solution: Just prior to use, prepare Lumi HRP Development Solution by mixing equal volume of the ChemiHRP Reagent A and the ChemiHRP Reagent B. To make 3 mL of the Lumi HRP Development Solution combine 1.5 mL of ChemiHRP Reagent A and 1.5 mL of ChemiHRP Reagent B. Mix thoroughly and gently by inversion or slow pipetting (Avoid shaking or vortexing). Protect the prepared solution from light until use.

Standard Preparation

Always prepare a fresh set of standards for every use. Discard working standard dilutions after use as they do not store well. The following section describes the preparation of a standard curve for duplicate measurements (recommended).

1. Reconstitute the Von Willebrand Factor standard sample by adding the volume of Sample Diluent NS indicated on the protein vial label. Hold at room temperature for 10 minutes. Mix thoroughly and gently. This is the 60 ng/mL **Stock Standard #1** Solution.
2. Label nine tubes, Standards 1– 9.
3. Add 150 µL of Sample Diluent NS into numbers 2-9.
4. Use the **Stock Standard #1** to prepare the following dilution series. Standard #9 contains no protein and is the Blank control:

Standard #	Dilution Sample	Volume to Dilute (µL)	Volume of Diluent (µL)	Starting Conc. (ng/mL)	Final Conc. (ng/mL)
1	Stock Standard #1	225	0	60	60
2	Stock Standard #1	75	150	60	20
3	Standard#2	75	150	20	6.66
4	Standard#3	75	150	6.66	2.22
5	Standard#4	75	150	2.22	0.74
6	Standard#5	75	150	0.74	0.25
7	Standard#6	75	150	0.25	0.08
8	Standard#7	75	150	0.08	0.03
9	Blank Control	0	150	0	0

Sample Preparation

Typical Sample Dynamic Range	
Sample Type	Range
Serum	1:16,000 – 1:500
Plasma - Heparin	1:8,000 – 1:500
Plasma - EDTA	1:8,000 – 1:500
Plasma - Citrate	1:8,000 – 1:500
Cell Culture Media	≤100%

Serum Samples should be collected into a serum separator tube. After clot formation, centrifuge samples at 2,000 x g for 10 minutes and collect serum. Dilute samples into Sample Diluent NS and assay. Store un-diluted serum at -20°C or below. Avoid repeated freeze-thaw cycles.

Plasma Collect plasma using citrate, EDTA or heparin. Centrifuge samples at 2,000 x g for 10 minutes. Dilute samples into Sample Diluent NS and assay. Store un-diluted plasma samples at -20°C or below for up to 3 months. Avoid repeated freeze-thaw cycles.

Cell Culture Supernatants Centrifuge cell culture media at 2,000 x g for 10 minutes to remove debris. Collect supernatants and assay. Or dilute samples into Sample Diluent NS and assay. Store un-diluted samples at -20°C or below. Avoid repeated freeze-thaw cycles.

Plate Preparation

The 96 well plate strips included with this kit are supplied ready to use. It is not necessary to rinse the plate prior to adding reagents.

Unused plate strips should be immediately returned to the foil pouch containing the desiccant pack, resealed and stored at 4°C.

For each assay performed, a minimum of two wells must be used as the zero control. For statistical reasons, we recommend each sample should be assayed with a minimum of two replicates (duplicates). Differences in well absorbance or "edge effects" have not been observed with this assay.

Assay Procedure

Equilibrate all materials and prepared reagents to room temperature prior to use. We recommend that you assay all standards, controls and samples in duplicate.

1. Prepare all reagents, working standards, and samples as directed in the previous sections.
2. Remove excess microplate strips from the plate frame, return them to the foil pouch containing the desiccant pack, reseal and return to 4°C storage.
3. Add 50 µL of all sample or standard to appropriate wells.
4. Add 50 µL of the Antibody Cocktail to each well.
5. Seal the plate and incubate for 30 minutes at room temperature on a plate shaker set to 750 rpm.
6. Wash each well with 3 x 350 µL 1X Wash Buffer PT. Wash by aspirating or decanting from wells then dispensing 350 µL 1X Wash Buffer PT into each well. Wash Buffer PT should remain in wells for at least 30 seconds. Complete removal of liquid at each step is essential for good performance. After the last wash invert the plate and tap gently against clean paper towels to remove excess liquid.
7. Add 50 µL of prepared Lumi HRP Development Solution to each well and incubate for 1 minute in the dark on a plate shaker set to 750 rpm. Further optimization of incubation time vs signal strength can be performed if needed. Avoid introducing bubbles into the wells.
8. Measure the produced light of each well using a microplate luminometer with the following settings: 1 second/well read time in summation mode (all wavelengths). Relative light unit (RLU) readings may vary between luminometer models. It is recommended to configure instrument settings according to the manufacturer's specifications. Note: Relative light unit (RLU) values may change over the course of the 15-minute reading window.
9. Analyze the data as described below.

Mode:	Luminescence
Instrument settings:	Endpoint
Detection Mode:	All wavelengths
Read Time:	0.5-1 sec
Read:	Top

Note For microplate readers with Pre-Read Optimization option, the Read Height as well as Microplate Optimization is recommended before the first read.

Download our ELISA guide for technical hints, results, calculation, and troubleshooting tips:

<https://www.abcam.com/en-us/technical-resources/guides/elisa-guide>

Technical Support

Copyright © 2026 Abcam, All Rights Reserved. The Abcam logo is a registered trademark. All information / detail is correct at time of going to print.

Version 1a | 2026-05-05

For all technical or commercial enquiries please go to:

<https://www.abcam.com/en-us/contact-us>

<https://www.abcam.cn/contact-us> (China)

<https://www.abcam.co.jp/contact-us> (Japan)

ab326430 – Human Von Willebrand Factor SimpleStep ELISA® Kit, Chemiluminescent

Additional information

ASSAY SPECIFICITY

This kit is designed for the quantification of human Von Willebrand Factor.

Native signal was detected in serum, plasma (citrate), plasma (EDTA), and plasma (heparin) sample types.

Spiked protein experiments were used to validate cell culture supernatant sample type.

Cell and tissue extract samples have not been tested with this kit.

This kit is incompatible with urine, saliva, and milk samples.

CROSS REACTIVITY

Cross-reactivity with Rhesus macaque based on plasma samples was determined to be 100%.

SPECIES REACTIVITY

Other species reactivity was determined by measuring 100% serum or plasma samples of various species, interpolating the protein concentrations from the human standard curve, and expressing the interpolated concentrations as a percentage of the protein concentration in human serum or plasma assayed at the same dilution.

Interpolated values were below the detectable range of the assay for the following species: Mouse, Rat, Cow.

Other species reactivity not determined.

CALIBRATION

This immunoassay is calibrated against a highly purified human Von Willebrand Factor. The NIBSC/WHO unclassified purified human Von Willebrand Factor preparation 07/316 was evaluated in this kit.

The dose response curve of the unclassified standard Von Willebrand Factor parallels the SimpleStep standard curve. To convert sample values obtained with the SimpleStep Human Von Willebrand Factor kit to approximate NIBSC 07/316 units, use the equation below.

NIBSC (07/316) approximate value (IU/mL) = 0.3238 x SimpleStep Human Von Willebrand Factor value (µg/mL).

CALCULATION

- Preconfigured protocols are available when using SoftMax Pro software from Molecular Devices.

- Calculate the average chemiluminescence value for the blank control (zero) standards. Subtract the average blank control standard chemiluminescence value from all other chemiluminescence values.
- Create a standard curve by plotting the average blank control subtracted chemiluminescence value for each standard concentration (y-axis) against the target protein concentration (x-axis) of the standard. Use graphing software to draw the best smooth curve through these points to construct the standard curve.
- Note: Most chemiluminescence reader software or graphing software will plot these values and fit a curve to the data. A four-parameter curve fit (4PL) is often the best choice; however, other algorithms (e.g. linear, semi-log, log/log, 4-parameter logistic) can also be tested to determine if it provides a better curve fit to the standard values.
- Determine the concentration of the target protein in the sample by interpolating the blank control subtracted chemiluminescence values against the standard curve. Multiply the resulting value by the appropriate sample dilution factor, if used, to obtain the concentration of target protein in the sample.
- Samples generating chemiluminescence values greater than that of the highest standard should be further diluted and reanalyzed. Similarly, samples which measure at chemiluminescence values less than that of the lowest standard should be retested in a less dilute form.

TYPICAL DATA

Typical standard curve – data provided for demonstration purposes only. A new standard curve must be generated for each assay performed

Standard Curve Measurements			
Concentration (pg/mL)	RLU		Mean RLU
	1	2	
0	551	551	551
82.3	1,191	1,346	1,269
246.9	2,769	2,779	2,774
740.7	10,139	9,408	9,774
2,222.2	26,495	26,678	26,587
6,666.6	86,006	88,550	87,278
20,000	224,499	253,097	238,798
60,000	767,174	809,094	788,134

Table 1. Example of human Von Willebrand Factor standard curve in Sample Diluent NS. The Von Willebrand Factor standard curve was prepared as described in the Standard Preparation section. The table shows raw data values.

TYPICAL SAMPLE VALUES

Sensitivity:

The calculated minimal detectable dose (MDD) is 32.46 pg/mL. The MDD was determined by calculating the mean of zero standard replicates (n=13) and adding 2 standard deviations then extrapolating the corresponding concentration.

Recovery:

Three concentrations of Von Willebrand Factor native protein were spiked in duplicate to the indicated biological matrix to evaluate signal recovery in the working range of the assay.

Sample Type	Average % Recovery	Range (%)
1:2000 Serum	101	94 - 107
1:2000 Plasma - Citrate	98	83 - 118
1:2000 Plasma - Heparin	95	89 - 102
1:2000 Plasma - EDTA	92	86 - 97
100 % RPMI 1640 + 10% FBS	88	80 - 95

Linearity of Dilution

Linearity of dilution is determined based on interpolated values from the standard curve. Linearity of dilution defines a sample concentration interval in which interpolated target concentrations are directly proportional to sample dilution.

Native Von Willebrand Factor was measured in serum and plasma samples in a 2-fold dilution series. Sample dilutions are made in Sample Diluent NS.

Dilution Factor	Interpolated value	1:500 Human Serum	1:500 Human Plasma (Citrate)	1:500 Human Plasma (Heparin)	1:500 Human Plasma (EDTA)
Undiluted	ng/mL	8.304	5.407	3.517	5.500
	% Expected value	100	100	100	100
2	ng/mL	3.971	2.634	1.711	2.559
	% Expected value	96	97	97	93
4	ng/mL	2.123	1.359	0.915	1.346
	% Expected value	102	101	104	98
8	ng/mL	1.036	0.755	0.417	0.740
	% Expected value	100	112	95	108
16	ng/mL	0.577	0.362	0.238	0.392
	% Expected value	111	107	108	114

Native Von Willebrand Factor was spiked into RPMI cell culture media containing 10% FBS and then diluted in a 2-fold dilution series. Sample dilutions are made in Sample Diluent NS.

Dilution Factor	Interpolated value	100% RPMI+ 10%FBS
Undiluted	ng/mL	15.10
	% Expected value	100
2	ng/mL	8.562
	% Expected value	113
4	ng/mL	4.496
	% Expected value	119
8	ng/mL	2.178
	% Expected value	115
16	ng/mL	10.40
	% Expected value	110

Precision

Mean coefficient of variations of interpolated values of Von Willebrand Factor from three concentrations of human serum within the working range of the assay.

	Intra-assay	Inter-assay
N=	3	5
CV (%)	3.4	6.4

Download our ELISA guide for technical hints, results, calculation, and troubleshooting tips:

<https://www.abcam.com/en-us/technical-resources/guides/elisa-guide>

Technical Support

Copyright © 2026 Abcam, All Rights Reserved. The Abcam logo is a registered trademark. All information / detail is correct at time of going to print.

Version 1a | 2026-05-05

For all technical or commercial enquiries please go to:

<https://www.abcam.com/en-us/contact-us>

<https://www.abcam.cn/contact-us> (China)

<https://www.abcam.co.jp/contact-us> (Japan)