

Key Information

GM% at List: Varies

Vendor #: Global Chemicals

CDC: 33

VMA: Type Here

Category:

- Chemical
- Platinum Supplier
- Fisher Manufactured
- Exclusive
- General Distribution

Stock:

- Fisher Stock
- Direct Ship

Specialist Support

- Life Science
- Chemical

Service Responsibility

- Fisher
- Manufacturer

Product Line

Acros Organics

Supplier

Global Chemicals

What is it?

A new entirely revised brochure covering our range of products packaged in our industry leading AcroSeal packaging including:-

- The new improved septum for extra-dry solvents
- New 4x25mL AcroSeal packaging
- New products
- Improved format to enable easier searching for the products you need



Product Features & Benefits

- Convenience – extra wide septum means never having to puncture the same spot twice
- Integrity – tamper evident quadrant style cap ensures a tight seal between the septum and the bottle
- Performance – the specially designed multi-layer septum ensures better reseal and minimizes atmospheric contact
- Safety – easier to pierce thus minimizes needle related injuries

Where to Sell

Pharmaceutical, Biotech, Academia, and Industrial labs engaged in research and development activities where **reagents are air and moisture sensitive.**

Market Strategy

- Target organic chemistry labs in pharma, biotech, and academia.
- Drive conversion through the use the key selling tools; product brochure, new AcroSeal video, white paper, and packaging sample.
- Offer competitive pricing.
- Check with customers buying common dry solvents e.g. THF as they are likely to require other AcroSeal products too.
- This brochure will help highlight the breadth of our portfolio

Key Fisher Contacts

Title: Type name here

Type title here

Phone: Type here

e-mail: Type here

Key Supplier Contacts

Customer Service:

Type name if appropriate

Type phone

Type e-mail

Technical Support:

1-800-XXX-XXXX

Web Site:

URL if company has good information on site

Support Materials

Literature

BN #

Samples

Global Chemicals Area Managers

Demos

n/a

Technical bulletins

n/a

Other as needed

n/a

Competition

- Sigma Aldrich (SureSeal)
- Alfa Aesar
- EMD (Merck) - SeccoSept



Vs



Why Should You Sell?

- AcroSeal packaging is **the industry leading packaging** for air and moisture sensitive reagents.
- **End users love the packaging.**
- **Huge potential** by taking market share away from competition
- **High margin** and easy to maintain the business once converted.
- It will help you to sell other Acros Organics products

Uncover the Need

- Are using Sigma Aldrich SureSeal products
- Do you use anhydrous solvents, organometallics or reagents in solution?
- Anyone with Braun drying apparatus may require the solvents and will require other products in the range.
- Also customers who use “ground glass joint” glassware e.g. Quickfit or customers with roto-vapour style equipment will use these products

Possible Customer Questions

- How is AcroSeal products different from SureSeal products:
The innovative quadrant style screw cap with the specially designed septum provides:
 1. Convenience: large surface area with easy access to large amount of products.
 2. Quality: the specially designed multi-layer septum ensures better re-seal.
 3. Safety: minimizes the potential needle puncture-related incidents
 4. Performance: Comparison studies reveal that, when compared to the competitive packaging, AcroSeal system significantly extends the shelf life of air and

AcroSeal packaging performance

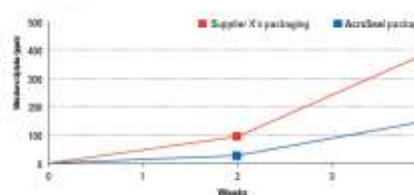


Figure 1: Moisture uptake of Tetrahydrofuran packaged in AcroSeal packaging versus supplier X's packaging. A four-week analysis was undertaken to measure the water uptake of Tetrahydrofuran packaged in AcroSeal packaging over packaging. The results demonstrate that the rate of moisture uptake was reduced by more than 50% for Tetrahydrofuran AcroSeal packaging when compared to supplier X's packaging.