



Product Line

Acros Organics & Maybridge



Supplier

Global Chemicals

What is it?

A reason to speak to your Organics customers regularly this flyer highlights our bi-monthly "Focus on Organics" feature on Acros.com that generates awareness of specific families of products we offer for various applications.

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 Features & Benefits

- This list can simplify product searches while introducing our newest products.
- Focus on Organics is currently available for the following chemical families:
 - Building Blocks for Coupling Chemistry
 - Organosilanes
 - Active Chloro-Heterocycles
 - Grignard Reagents
 - Phosphine Ligands
 - Reductive Amination
 - Oxidation Chemistry

Where to Sell

Pharmaceutical, Biotech, Academia, and Industrial

Market Strategy

- Target organic chemistry labs in pharma, biotech, and academia market segments.
- Enquire whether they have any interest in the subject list and direct them to the website
- Explain that this is a great way to find some of our newest products
- Direct customers to our websites where they can see the full breadth of our portfolio
- Provides an effective way to communicate new and extended product ranges quickly

Key Fisher Contacts

Simon Owens

Ph: +353 1-885-5854

Email: simon.owens@thermofisher.com

Key Supplier Contacts

Véronique Moreau

Mark Clements

Customer Service:

Peggy Allen

Ph: +32 14 57 52 11

Email: info@acros.com

Technical Support:

Ph: +32-14-56 56 00

Email:

acros.techsupport@thermofisher.com

Web Site:

www.acros.com/literature

Support Materials

Literature

Focus on Organics PDFs available on
www.acros.com/literature

Competition

- Sigma Aldrich
- Alfa Aesar

Why Should You Sell?

- Customers will find interesting products
- It will help you to sell other Acros Organics products
- Demonstrates that our brands are based on a level of technical knowledge, experience and expertise

Uncover the Need

- Are using Sigma Aldrich, Alfa Aesar products?
- Do you use the product families mentioned in the flyer?
- Ask the open ended questions such as "What areas or applications of organic chemistry does your research involve?"
- Then look out for key words in their answers such as:-
 - Building Blocks
 - Grignards
 - Palladium chemistry
 - Silanes
 - Heterocycles
 - Phosphine
 - Amination
 - Oxidation

Possible Customer Questions

- Product availability.
Products are stocked locally