

**DNA & Peptide Synthesis
Bulk Chemicals Program**
Global Chemicals

April 8, 2013


What Is It?

The DNA & Peptide Synthesis Bulk Chemicals Focus Program offers a proven sales strategy for converting high sales potential, bulk solvent customers (i.e. drums) to Global Chemicals. The approach involves use of new segment fliers, which feature a comprehensive range of key solvents and chemicals in bulk sizes, along with time-tested bulk chemicals brochures from Global Chemicals. This combined marketing strategy has successfully enabled our DNA Synthesis & Peptide Manufacturers to easily purchase all of their non-catalog sizes of high-purity chemicals for purification, synthesis and analysis from **a single source at affordable prices.**

Target Customers

- Oligonucleotide & Peptide Manufacturers – Academic Core & Commercial
- Biotech companies developing siRNA therapeutics & RNA libraries
- PCR primer, gene and modified protein manufacturers

Key Features and Benefits

- Bulk chemicals for DNA and peptide synthesis from a **platinum supplier of high-purity chemicals**
- Global Chemicals capabilities on first page allows you to confidently walk your customers through Fisher Chemical's bulk offerings, even if you have limited knowledge of DNA and peptide synthesis
- A comprehensive range of bulk chemicals is listed on the second page to allow you to demonstrate the Global Chemicals product range when calling on accounts and to maximize revenue potential on all of your calls with prospective accounts
- **Purchasing bulk chemicals offers customers benefits that are not offered with catalog sizes:**
 1. Chemical savings
 2. Reduced waste
 3. Lot traceability
 4. Quality assurance

Bundling Opportunities

- Chromatography columns and equipment
- Phosphoramidites
- High-purity chromatography solvents
- Oligosynthesizers

Competing Products

- Chemical offerings from Avantor (JTBaker), Merck and SAFC-Sigma for:
 - Synthesis of DNA/RNA fragments and peptides
 - Purification of DNA/RNA fragments and peptides

Key Information

GM% at List: N/A

Vendor #:

CDC:

VMA:

Category

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

Specialist Support

- Yes
- No

Stock

- Fisher Stock
- Direct Ship

Service Responsibility

- Fisher
- Manufacturer

Contact Information

Fisher Contact:

Name:

Title: Chemicals Category Manager, RSD

Phone:

E-mail:

Supplier Contact:

Customer Service Geel:

Name: Global Chemicals

Phone number: + 32 14 57 52 11

E-mail

Technical Support: + 32 14 56 56 00

Web Site: www.acros.com



Why You Should Sell

- Platinum supplier of bulk chemicals and high-purity solvents
- Chemical sales lead to pull through in other product categories
- Incremental chemicals sales will help you hit chemicals targets
- Bulk chemical customers are annuities
 - Average order size = \$10K, multiple orders/yr

Uncover the Need

When calling on DNA and/or peptide synthesis academic labs:

- Call points:
 - Lab manager, research chemist, lab purchasing, R&D & QC
- Decision drivers:
 - Quality/specifications, service, price, sample delivery
- Top solvents for DNA & peptide synthesis are Acetonitrile and Dimethylformamide (in drums)

When calling on DNA and/or peptide commercial businesses:

- Call points:
 - Plant chemist, process engineer, plant procurement
- Decision drivers: Consistency & price
- Top solvents for DNA & peptide synthesis are Acetonitrile and Dimethylformamide (in drums)

Questions to ask at academic labs and commercial businesses:

- "Who manages purchasing for production?"
- "Do you make up any solutions or solvent mixes internally that you would prefer to outsource?"
- "Are you having any problems sourcing any chemicals in bulk at the moment?"
- "Do you buy any chemicals in standard sizes (i.e., 25 Kg) which you would rather buy in a more convenient size?"
- "Does the spec you are buying at the moment meet your needs?"

Use support materials listed below to walk your customers through the Global Chemicals DNA & peptide synthesis bulk chemicals range; Contact your Global Chemicals Area Manager with your opportunity.

Support Materials

Literature:

- Top Chemicals for Peptide Synthesis & Sequencing Flier
- Top Chemicals for DNA Synthesis & Sequencing Flier
- High-Volume Solvent Delivery Systems Brochure
- SCS – "Your Specialized Chemical Services Partner" Brochure

These flyers & brochure can be downloaded from Revbase

Website: www.wesupportyourchemistry.com