

Life Sciences Bulk Chemicals Program

Global Chemicals

May 17, 2013


Top Chemicals for the Life Science and Biotech Industry

Special Features - Special offers on non-catalog products to benefit researchers in their most specialized areas.

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What Is It?

The Life Sciences Bulk Chemicals Focus Program offers a proven sales strategy for converting high sales potential, bulk solvents and chemicals business used for life sciences applications to Global Chemicals. The approach involves the use of a new life sciences segment flier, which features 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 life sciences and biotech customers to easily purchase all of their non-catalog sizes of high-purity chemicals from **a single source at affordable prices.**

Target Customers

- Biotechnology companies of **all** sizes focused on protein therapeutics
- Contract Research Organizations and academic labs
- Pharmaceutical companies

Key Features and Benefits

- Bulk chemicals for life sciences and biotech product manufacturers 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 life sciences research applications
- 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

- All life sciences research products available through Fisher Scientific
- Plastic consumables and carboys
- Cell culture media

Competing Products

- Chemical offerings from Avantor (JT Baker), EMD Millipore and Sigma's SAFC Commercial for:
 - Molecular Biology
 - Protein Chemistry
 - Cell Biology

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 Product Manager, RSD
Europe

Phone:

E-mail:

Supplier Contact:

Customer Service:

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 Life Sciences & Biotech academic customers:

- Call points:
 - Lab manager, research chemist, lab purchasing, R&D & QC
- Decision drivers:
 - Quality/specifications, service, price, sample delivery

When calling on Life Sciences commercial businesses:

- Call points:
 - Plant chemist, process engineer, plant procurement
- Decision drivers:
 - Consistency & price

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 life sciences bulk chemicals range;

Contact your Global Chemicals Sales Specialist with your opportunity.

Support Materials

Literature:

- Life Sciences & Biotech Segment Flier
- High-Volume Solvent Delivery Brochure
- SCS-"Your Specialized Chemical Services Partner" Brochure

These fliers & brochures can be downloaded from Revbase

Website: www.wesupportyourchemistry.com