



Sigma-Aldrich Chemical Company  
July 2004

Dear Valued Customer,

We take this opportunity to send this letter with details of a project that we believe will offer significant benefits to you when sourcing commonly used products from Sigma-Aldrich. The company now operates several strategic initiatives of which one key element is Laboratory Essentials [LE]. LE is a portfolio of products that are used on a day-to-day basis in the research, development and analytical laboratory as well as products potentially used in high volumes in production facilities.

Currently it is possible to find many different specifications, and brands of single products. This can often pose difficulties identifying the specific product required for your local needs. We are therefore engaging in a consolidation programme that will rationalise this multiple product scenario into an offering that is much more “user friendly”.

Our intention is to establish a single brand image synonymous with LE, and that will be known as Sigma-Aldrich Laboratory Essentials. An example of the label that will be used for this brand is enclosed in this letter. What are the benefits to you ?

- one brand for commonly used LE reagents
- ease in sourcing the specific grade or application tested product needed
- enhanced availability with reduction of number of products to stock manage
- grades available will match market / customer needs

In a survey conducted last year, we asked a spectrum of customer types if they would see the realisation of such an activity of benefit and we observed an 84% approval rating. However, we fully appreciate that this may pose some issues or that further clarification may be required. We would invite you to contact your local office to discuss the consolidation process and what it will mean to you locally. We would of course be delighted to assist you in clarification or establishing any relevant contingency plans. To facilitate any potential changes locally see contact details at the end of the letter.

The first of LE product range that is undergoing consolidation will be HPLC grade solvents [Riedel-de Haën, Aldrich and Fluka]. These products will be produced with the new Sigma-Aldrich label ongoing, retaining the Riedel-de Haën product numbers and specifications. It is anticipated that the product with the new label will begin to appear in circulation in mid-July.



This is a part of the companies overall commitment to being your supplier of choice for both LE and speciality reagents. Further, we wish to improve our overall offering, product and service, being driven by your local needs, therefore we invite you to contact us with your opinions such that we can drive our process improvement programmes accordingly.

From July 19<sup>th</sup> on you can find the replacement products and certificates of conformity for your former productnumber on our webpage [www.sigmaaldrich.com/replacements](http://www.sigmaaldrich.com/replacements).

Yours Sincerely and with thanks for your ongoing business with Sigma-Aldrich.

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