

Chemicals Chat

Laboratory Chemicals Products Marketing Updates

May 5, 2017 • Issue 52

Chemicals Chat – May 2017

Welcome to the May edition of Chemicals Chat, providing you with all the latest updates on promotions, e-marketing, literature and events from the Laboratory Chemicals Products marketing team.

Current Promotions

Alfa Aesar Specialty and Bulk Services

To raise awareness of the facility on www.alfa.com for customer to request a quote for bulk quantities of any Alfa Aesar catalogue item, a flyer has been created. The flyer provides an overview of the Alfa Aesar bulk capabilities and directs customers to visit the bulk landing page to request a quote:

www.alfa.com/bulkquote

If your customers require larger quantities of catalogue Alfa Aesar items, please use this flyer to direct them to the website to request a quote.

Download the flyer from RevBase [here](#)



New Marketing Collaterals

Updated Specialized Chemical Services Brochure (Issue 2)

The Specialized Chemical Service (SCS) brochure has recently been updated to include Alfa Aesar bulk services, including custom synthesis and supply chain management. This brochure can now be used with customers to provide an overview of all SCS and bulk services available from Laboratory Chemicals, which include:

- Semi-Bulk & Bulk Chemicals
- Tailored Solvents and Solvent Blends
- Custom Synthesis
- Supply Chain Management
- High Volume Solvent Delivery Systems
- Testing Services
- Customized Packaging, Labeling and Special Solutions
- Special Solutions

Download the pdf [here](#).

Printed versions of the new brochure will be available in May.



Inside this Issue:

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Please direct all questions and comments regarding Chemicals Chat to [Murielle Wouters](#) or [Véronique Moreau](#).

Information included in this newsletter is confidential to distributors and should not be copied for customer distribution unless otherwise indicated. Selected information can be summarised and used for product promotions, technical assistance and customer service when necessary.

Thermo Fisher Scientific Inc.

Fisher Chemical Solvents Flyer

To support you in promoting our popular Fisher Chemical solvent grades, a short flyer has been created which highlights our essential solvent grades that are used in the most common analytical applications. The flyer provides a summary of the Fisher Chemical solvent grades and includes a listing of essential products with ordering information.

Use this flyer to help you win core solvent business!

Download the flyer from RevBase [here](#).

Printed versions will be available during May.



Reprint: AcroSeal Packaging Brochure

The current version of the AcroSeal™ packaging brochure has been reprinted and is back in stock at our literature warehouse. Please contact your customer service representative to place an order.



Alfa Aesar Organics Bulk Brochure

To support you in promoting our bulk services for organic chemistry, a short brochure is in production. The four page brochure will provide an overview of our diverse and flexible custom synthesis capabilities and details of the range of services we provide for supply chain management and sourcing support.

Download the pdf [here](#).



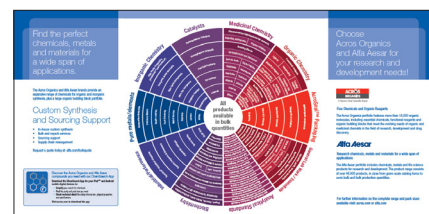
"Smart Solutions for Research and Development" Brochure

To support you in presenting our combined Acros Organics and Alfa Aesar product portfolios, this new "product wheel" brochure has been created.

Within the brochure, the product ranges are clearly displayed in the colourful product wheel, with areas where Acros Organics products are strong shown in shades of red and areas where Alfa Aesar products are strong shown in shades of blue.

This brochure can be used to present the breadth of our product portfolio of reagents for organic and inorganic synthesis.

Download the pdf [here](#). Printed versions will be available in May.



Updated LCP Capabilities Presentation

The LCP capabilities presentation has now been updated to include up to date information on all of the LCP brands, plus Specialized Chemical Services.

Download the updated slide deck from RevBase [here](#).



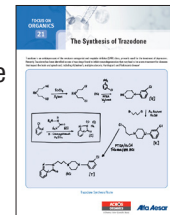
Upcoming Marketing Collaterals

Focus On Organics 21 - The Synthesis of Trazodone

In recently published research, Trazodone has been identified as one of two drugs found to inhibit neurodegeneration. This exciting discovery may lead to a new treatment for diseases that impact the brain and spinal cord, including Alzheimer's, multiple sclerosis, Huntington's and Parkinson's disease.

In this Focus On Organics document, the synthesis route for Trazodone is presented, along with a list of all starting materials and reagents available from Acros Organics and Alfa Aesar.

A pdf will be available in May.

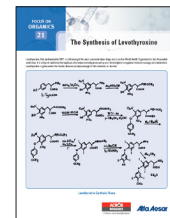


Focus On Organics 22 - The Synthesis of Levothyroxine

Levothyroxine, a thyroid medicine, is amongst the most commonly taken drugs and is on the World Health Organization's list of essential medicines. It replaces a hormone normally produced by your thyroid gland to regulate the body's energy and metabolism.

Focus On Organics 21 shows the synthesis route for Levothyroxine and includes a product table showing all of the reagents, including the starting material, which are available from both Acros Organics and Alfa Aesar in catalogue and bulk quantities. Only a small selection of the grades available are shown in the document but customers can search on our websites by CAS number to find the wide range of grades available from Acros Organics and Alfa Aesar.

A pdf will be available in June.



New E-Marketing

Alfa Aesar Custom Synthesis E-blast

To promote the custom synthesis capabilities available from our Heysham site, an e-blast was sent to our organics and production mailing lists on April 10. The e-blast provided an overview of our capabilities and a link to request a quote.



Events

Keep an eye out for the following upcoming events:

- HPLC 2017, Prague, CZ - June 18-22