



How does Merck fit into my plans for this year?

No matter what 2010 holds –  
we're right by your side  
to make sure it turns out brilliantly.

That's what's in it for you. Merck Chemicals



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Whom can I turn to for quick, reliable analysis of food and water?

To the experts –  
more than 100 years of experience  
in chemical analysis  
make test kits and instruments from  
Merck Chemicals the right choice.

That's what's in it for you. Merck Chemicals





## UV/VIS Spectrophotometer Spectroquant® Pharo

### Measure the full spectrum

- ▶ **Simplest possible handling** – barcode ID for all Spectroquant® test kits
- ▶ **Unlimited possibilities** – own-method programming and over 150 pre-programmed test kits
- ▶ **Assured quality and safety** – instrument supported analytical quality control (AQA)

### More information?

Please mark the appropriate boxes and send this card back to Merck. Do you wish:

- Water & Food Analytics Catalogue
- Sales visit    Telephone call    E-mail contact

Sender

Telephone

e-mail-adress

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The Barcelona® Chair by Knoll, Inc.

Does Merck Chemicals have something for stress?

Yes, take your pick  
from nearly 15,000 products.

Each designed to put you at ease –  
with ultimate purity, safety, reliability,  
and plenty of fresh prospects.

That's what's in it for you. Merck Chemicals





## Foodproof® real-time PCR kits

Analyse your food or environmental samples for the presence of pathogens, spoilage or genetically modified organisms

- ▶ **High Efficiency.** Relative detection limit 1–10 cells per 25 gr sample (all kinds of foods). No need for further confirmation of results.
- ▶ **High Speed.** Optimize your costs with <24 hours time to results for most food samples including pre-enrichment.
- ▶ **Convenience.** Test kits include all reagents necessary for detection as well as positive-, negative- and internal amplification controls for diagnostic quality assurance.

**More information?** Please mark the appropriate boxes and send this card back to Merck. Do you wish:

- Information material  
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What does Merck offer in the way of natural cosmetics?

Plenty –  
certified eco-friendly substances  
that recreate natural effects  
help your products go green.

That's what's in it for you. Merck Chemicals





Your products can boast nature-friendly ingredients, and your customers can enjoy the benefits of pure, powerful products:

- ▶ In line with NaTrue and EcoCert standards
- ▶ Safe, reliable and effective

### More information?

Please mark the appropriate boxes and send this card back to Merck. Do you wish:

- Information material
- Sales visit    Telephone call    E-mail contact

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Anything new happening at Merck?

Yes, plenty. Every day, for the last 300 years!

That's what's in it for you. Merck Chemicals



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## Want innovative solutions for your bioscience research?

Explore the fast, fresh and friendly features of the new  
Merck4biosciences.com:

- ▶ Simple navigation
- ▶ Quicker searches
- ▶ Robust content
- ▶ Enhanced resources
- ▶ Order Bioscience products

### More information?

Sign up for an online account.  
It's fast, free and gives you access to e-newsletters,  
offers and specialized content.

### Register today!

Visit [www.merck4biosciences.com/register](http://www.merck4biosciences.com/register)

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What's in it for you with Ionic Liquids from Merck?

Quite simply:  
a wide range of high quality products  
with a great variety of properties,  
custom synthesis and  
special product formulations –  
some exclusively available from Merck –  
all of them available from grams to tons.

That's what's in it for you. Merck Chemicals





**NEW!**

Improve your process design by utilising innovative materials as catalyst media for exceptional performances

- ▶ No need for sophisticated isolation techniques of products
- ▶ Possible reuse of the catalyst without effecting the activity
- ▶ Improved process performance related to yield and reaction time

### More information?

Please mark the appropriate boxes and send this card back to Merck. Do you wish:

- Information material     Sales visit     Telephone call     E-mail contact

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Can I count on Merck Chemicals?

Yes.  
 For ultimate purity,  
 top quality products  
 and of course –  
 a focus on you.

That's what's in it for you. Merck Chemicals



The Barcelona® Chair by Knoll, Inc.

A small icon of a pair of scissors, indicating a cut line.

## EMPROVE®

### Designed to be ahead

- ▶ Product documentation oriented to international standards
- ▶ Customers use the documentation for their product/supplier qualification, or submit it to regulatory authorities for approval of their finished medicinal products
- ▶ Differentiated according to application fields:
  - EMPROVE® exp – suitable for use as excipient
  - EMPROVE® bio – suitable for the biopharmaceutical production
  - EMPROVE® api – suitable for use as an active pharmaceutical ingredient
- ▶ Several EMPROVE® Dossiers available:
  - EMPROVE® Complete (contains all available information)
  - EMPROVE® Analytical Procedure (only monographs)
  - EMPROVE® Stability Data (only stability studies)
  - EMPROVE® Basic – only available online (excluding monographs and stability studies)

More information?

[www.emprove.merck.de](http://www.emprove.merck.de)

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Where can I quickly and easily get  
information about Merck Chemicals?

You'll find the best mix on  
[www.merck-chemicals.com](http://www.merck-chemicals.com):  
novelties, applications and  
comprehensive service offers –  
served in all languages.

That's what's in it for you. Merck Chemicals



If you choose not to use the cocktail execution for cultural reasons, the laptop backpack is an excellent alternative.

JULY 2010

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Where is the most expertise all packed and ready to go?

At [www.merck-chemicals.com](http://www.merck-chemicals.com),  
you'll find expertise,  
inspiration and innovative solutions  
on one site.  
In your native language, too.

That's what's in it for you. Merck Chemicals



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[www.merck-chemicals.com](http://www.merck-chemicals.com) –  
a mix with the right ingredients:

- ▶ Clearly structured contents + intuitive search and browse functions
- ▶ Six tailored portals focus on the products and services you need
- ▶ Plenty of information in your native language
- ▶ Useful product information, safety data sheets, analysis certificates and workplace safety cards
- ▶ Application Finder – quickly pinpoints the right application for your analytical challenge

More information?

Register now  
and profit from all advantages:

- ▶ Full access to all documents
- ▶ MSDS and CoAs in your local language
- ▶ Workplace safety cards
- ▶ Save your favorite products or categories

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Can Merck turn GHS and REACH into a win-win for me?

Indeed –  
with a well-prepared, highly capable  
partner like Merck Chemicals,  
you'll find meeting these requirements  
quite enjoyable.

That's what's in it for you. Merck Chemicals





## GHS and REACH – Merck offers you more

- ▶ **Reliability:** Merck validated primary data can be directly used for your hazard and risk communication
- ▶ **Flexibility:** The reliability of our data allows you high flexibility
- ▶ **Safety:** REACH/GHS compliant safety information will improve safety and safeguard your customers' business, even outside the EU

### More information?

Please mark the appropriate boxes and send this card back to Merck. Do you wish:

- GHS + REACH, brochure     GHS + Safety, brochure  
 GHS + Reach, Manual  
 Telephone call             E-mail contact

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Where can I find Merck Chemicals?

It depends.

With innovations: on the forefront.

With markets: center stage.

With our global reach: almost on your doorstep.

That's what's in it for you. Merck Chemicals



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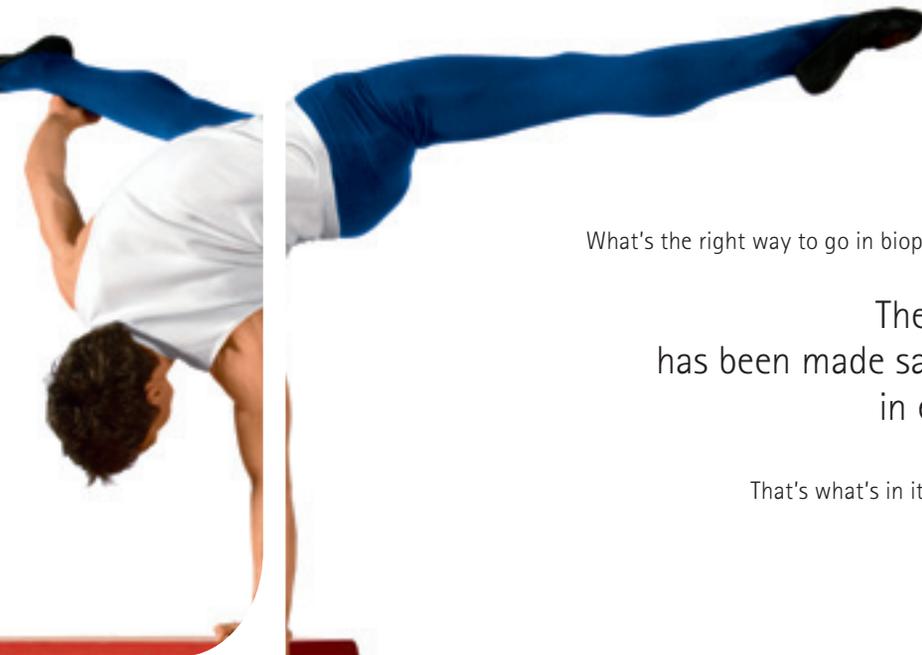
## Multitude of functional pigments

- ▶ **Lazerflair® additives** – designed for the laser marking and laser welding of plastics. Various pigments are available for the different laser types and wavelengths.
- ▶ **Solarflair® additives for translucent systems in architecture and horticulture** – these heat-reflecting pigments have the unique property of reflecting the sunlight's invisible heat radiation, while allowing the majority of the visible light to pass.
- ▶ **Securalic® additives for printing inks and plastics offer security features at differing levels** – from visible interference and complex color travel effects to invisible and/or forensic security features.

**More information?**

[www.merck-pigments.com](http://www.merck-pigments.com)

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What's the right way to go in biopharma processes today?

The one that  
has been made safe and efficient  
in every possible direction.

That's what's in it for you. Merck Chemicals



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## How can Merck help me in Upstream, Downstream and Formulation?

- ▶ **Safe upstream processing** – with EMPROVE® bio products
- ▶ **Efficient purification of biomolecules** – with Fractogel® and Eshmuno™
- ▶ **Stable formulations** – with drug delivery systems and qualified excipients

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**More information?**

[www.merck4pharma.com/biopharma](http://www.merck4pharma.com/biopharma)

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Do lighting materials from Merck Chemicals  
open new perspectives for me?

Of course!  
They give you the freedom  
to see the world  
in a new light.

That's what's in it for you. Merck Chemicals





## Merck Chemicals lights up your business

isiphor™ – Efficient phosphors for LEDs according to your ideas

- ▶ Color-on-demand concepts from warm to cold white light
- ▶ Highly efficient homogeneous materials

livilux® – Advanced OLED materials for innovative light sources

- ▶ Low voltage and uniform light distribution
- ▶ A total flat form factor

### More information?

Please mark the appropriate boxes and send this card back to Merck. Do you wish:

- Information material about LED materials
- Information material about OLED materials
- Telephone call     E-mail contact

Sender

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How can Merck effect pigments give you the crucial competitive edge?

With lustrous perspectives  
in facade design!

That's what's in it for you. Merck Chemicals





## Weather-resistant effect pigments from Merck:

- ▶ Are specially developed for sophisticated exterior applications, e.g. architecture or automotive engineering
- ▶ Offer consistent coloristic quality and specified chemical and physical parameters
- ▶ Lend coatings an exquisite look and open up nearly unlimited effect possibilities

### More information?

Please mark the appropriate boxes and send this card back to Merck. Do you wish:

- |   |   |
|---|---|
| <input type="checkbox"/> Information material | <input type="checkbox"/> Telephone call |
| <input type="checkbox"/> Sales visit          | <input type="checkbox"/> E-mail contact |

Sender

Telephone

e-mail-address



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