

Focus products in campaign

NEW test kits for COD for High Chloride/Seawater (patent applied for)		
1.17058.0001	Spectroquant® COD for High Chloride/Seawater	5.0 – 60.0 mg/l
1.17058.0001	Spectroquant® COD for High Chloride/Seawater	50 – 3,000 mg/l
1.17048.1000	Sulfuric acid 95 – 97% COD free	1 litre
1.15955.0001	HCl absorber must be used for chloride removal	1 unit

NEW sensitive test kits for ortho-Phosphate			
1.00474.0001	ortho-Phosphate p Cell Test	0.05 – 5.00 mg/l	NEW!
1.00475.0001	ortho-Phosphate p Cell Test	0.5 – 25.0 mg/l	NEW!
1.00616.0001	ortho-Phosphate p Cell Test	3.0 – 100.0 mg/l	
1.14848.0001	ortho-Phosphate p Reagent Test	0.010 – 5.00 mg/l	
1.00798.0001	ortho-Phosphate p Reagent Test	1.0 – 100.0 mg/l	

NEW test kits for the measurement of ortho-Phosphate and total Phosphorus			
1.00673.0001	ortho-Phosphate p & total Phosphorus Cell Test	3.0 – 100.0 mg/l	NEW!
1.14543.0001	ortho-Phosphate p & total Phosphorus Cell Test	0.05 – 5.00 mg/l	
1.14729.0001	ortho-Phosphate p & total Phosphorus Cell Test	0.5 – 25.0 mg/l	

Extran Free of NTA

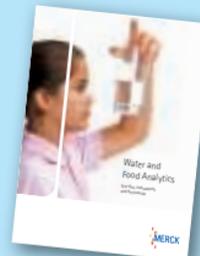
The special feature of the new Extran® cleaning agents

- free from Nitrilotriacetic acid (NTA) which protects the health of users & are gentle on the environment.
- free of scents, dyestuffs, chlorine and other toxic ingredients.
- All the active ingredients are biodegradable.

Item number (will be discontinued in Q1/2013)	Name	NEW item number (already available)	NEW Name (Free of NTA)
1.07550	Extran® MA03 phosphate-free	1.40000	Extran® MA05 liquid, alkaline, phosphate-free
1.07573	Extran® AP14 liquid, mild alkaline	1.40001	Extran® AP16 liquid, mild alkaline
1.07575	Extran® AP15 liquid, alkaline	1.40006	Extran® AP17 liquid, alkaline

Information & promotional material

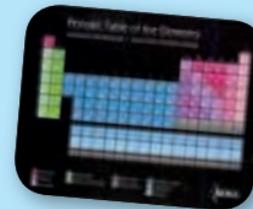
Water and Food Analytics Catalogue –
Test Kits, Instruments, Accessories
W.285102



Precision is important to you?
To us, too! – **W.285125**



CRM Book mark –
W.285126



Periodic table mouse pad –
W.200123

AQA film – www.merckmillipore.com



5.0 mg/l Fascinated by Analytics

FOR INTERNAL USE ONLY

Merck Millipore is a division of MERCK



Target Groups:

- Waste water analysis laboratories.
- New prospects for Spectroquant package (Pharo + test kits).

Customer pain points

- A** – Customers near the sea coast need to test the sea water for any influences of their effluents.
- Waste water analysis labs in Chemical industries.
- Both type of customers, need to test COD in their sample which has high content of Chloride. Several other parameters in sea water are also to be tested.
- B** – Waste water analysis labs need to test ortho-Phosphate and total Phosphorus in sensitive range.

Sales Story

- Solution from Merck Millipore offers
- Test kits for measuring COD in samples with high Chloride content/sea water samples.
 - Over 50 test kits suitable for testing sea water.
 - NEW sensitive test kits for measuring ortho-Phosphate/total Phosphorus.
 - Visit all Pharo, Nova customers and offer FREE UPDATE OF SOFTWARE, which covers new test kits as well.

What's new in Pharo?

- In addition to test kits, the **NEW** parameters are
- ADMI color measurement – according to APHA 2120F (Water).
 - Free ammonium (Water).
 - Chlorophyll-a and phaeophytin-a according to DIN38412 (Water).
 - Chlorophyll-a and phaeophytin-a according to ASTM D3731-87 (Water).
 - Chlorophyll-a, -b and -c according to ASTM D3731-87 (Water).
 - True color measurement according to ISO 7887.

Advantage Pharo!

Win NEW customers for Pharo + Spectroquant test kits.

NEW speciality test kits, the **NEW** parameters, & round robin solution kits makes – Pharo a unique combination in the water and waste water analysis instrument market.

Qualifying questions

Existing Pharo/Nova customers

- Ask your customer for an appointment to update his Pharo/Nova with the **“new software update at free of cost”**.
- While updating the software, explain what's new leading the discussion for their **requirement** for such test kits.
- **Ask for the order.**

New customers for Pharo + Spectroquant test kits

- What **type of parameters** they need to monitor?
 - Does your sample have high Chloride content?
 - What are your **measuring ranges** you need to monitor?
 - Do you have own methods (at other wavelengths) or do you need to perform a spectra?
- Do you want to measure in the lab (mostly multiple parameters) or in the field or plan to do some in-process control or both?
- How do you make sure that your results are correct (**AQA**)?
- What is the **budget** & when are you are planning to invest?

Frequently asked questions by customer (technical tips)

- What are the methods Merck is using?
- What kind of accessories do we need additionally?
- Can we use the Merck test kits for reporting?

Note: See detailed sales guide for more information.

General tip:

Find out what the customer actually needs! **Explain the difference of the instruments, performance, and handling of our instruments and help them in their decision making process, according to their requirements.**
Be a guide to the customer.

