



PACKAGING AND LABELING BRANDING TRANSITION

July 2018

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MERCK

Packaging and labeling branding transition

Overview

At Merck, we are rebranding all product packaging, labeling, and related documentation to reflect consistent corporate branding and relevant portfolio branding.

What

Updating packaging and label materials on all 300,000 of our products, including:

- Shipping boxes
- Product and kit boxes
- Labels on devices, bottles, product and shipping boxes
- Packaging materials (such as branded bottles, films, bags, packing tape and drums)
- Branding of product documentation (such as certificates of quality and analysis, handling instructions, MSDS, specification sheets and user guides)
- Branded instruments and molded devices

Additional changes include:

- Adding 2D Data Matrix Global Standards One (GS1) barcodes to most of our labels.
- Enhancing the sustainability characteristics of our packaging.
- Adding a new security feature to our labels to ensure the authenticity of our products.
- Updating labels and documentation for legacy Merck Millipore products that currently reference the 290 Concord Rd, Billerica, MA address to reflect the address of our new Life Science Center in the U.S. at 400 Summit Drive, Burlington, Massachusetts 01803, USA.

Nothing about the functionality or characteristics of our products, or how they are ordered, will change.

Why

- Follows the launch of the new Merck brand in 2015 and the integration of Sigma-Aldrich into our Life Science business, the largest acquisition in our history.
- Ensures that our products and packaging are visibly, boldly and undeniably Merck and that you will start to see a consistent brand presence across the entirety of the life science business of Merck.

When













- You may start receiving newly-branded products in the coming months.
- We expect to make significant progress over the course of 2018.
- Updates will be implemented on a rolling basis, so it will take time before all inventory in the old branding is depleted.
- You may receive a combination of products in the old and new branding over the coming year
- Necessary systems are in place to ensure that all products going into production will reflect the new branding.



Packaging and labeling branding transition

Portfolio brand elements

Merck Life Science products will be aligned under one of six portfolio brand names, with each portfolio brand having a dedicated color palette, cells, and wordmarks.

Brand Name	Products	Vibrant M Style	Cell & Wordmarks
Sigma-Aldrich®	State-of-Art Lab & Production Materials		
Supelco®	Trusted Analytical Products		
Milli-Q®	Pioneering Lab Water Solutions		
Millipore®	Proven Preparation, Separation, Filtration & Testing Products		
SAFC®	Tailored Pharma & Biopharma Raw Material Solutions		
BioReliance®	Expert Pharma & Biopharma Manufacturing & Testing Services		



Packaging and labeling branding transition

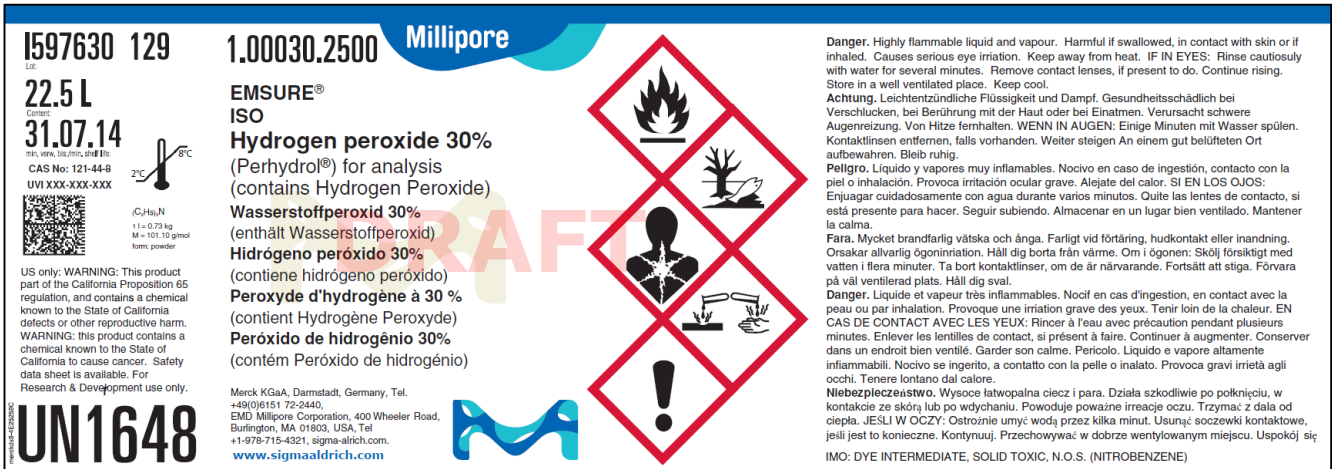
Example designs

Labels*

BEFORE



AFTER



***Product labels and documentation will reflect each portfolio brand**
Product label information is for demonstration purposes



Packaging and labeling branding transition

Label Size Groups

The branding elements included on any given label will vary based on the size of the label:*

Small

X-Small

Medium

1.09910.0007 Batch Nr Exp Date
1 amp
Titrisol®
Iodine solution
Iodlösung
for 1000 ml,
c(I₂) = 0.05 mol/l (0.1 N)
Made in Germany/Origin
Merck KGaA, 64271 Darmstadt,
Germany, Tel. +49(0)6151 72-2440
EMD Millipore Corporation
400 Summit Drive, Burlington, MA 01803
USA, Tel. +1-978-715-4321
www.sigmaaldrich.com

4200-0190
Guaranteed TUNNEL Negative Control Cells
LOT: XXXX
Made in USA
Danger, READ FULL LABEL | For research
use only. * Store at -20°C.
EMD Millipore Corp., USA, +1-978-715-4321
Aldrich or Sigma-Aldrich, Germany

1.16882.5000 Millipore.
LOT: 11 = 1.43 kg
Fractogel® 5 L
Fractogel® EMD
SO₃⁻ (M)
strong cation exchanger,
suspension in 20%
ethanol and 150 mM NaCl
(40-90 µm)
Made in Switzerland
Merck KGaA, 64271 Darmstadt,
Germany, Tel. +49(0)6151 72-2440
EMD Millipore Corporation
400 Summit Drive, Burlington, MA 01803
USA, Tel. +1-978-715-4321
www.sigmaaldrich.com

Warning: Flammable liquid and vapour. Keep away from heat. | Protect from frost.
Achtung: Flüssigkeit und Dampf entzündbar. Vor Hitze schützen. | Vor Frost schützen.
Atención: Líquido y vapores inflamables. Mantener alejado de fuentes de calor. | Proteger contra las heladas.
Attention: Liquide et vapeurs inflammables. Conserver à l'écart de la chaleur. | Protéger du gel.
Atenção: Líquido e vapor inflamáveis. Manter afastado do calor. | Proteger do gelo.
Attenzione: Liquido e vapore infiammabili. Conservare lontano dal calore. | Proteggere dal gelo.
Waarschuwing: Ontvlambare vloeistof en damp. Vervrijd houden van warmte. | Beschermen tegen vorst.

Large

BatchNr PW TX0735T-4 Millipore.
LOT: 4 L
GR ACS
Toluene
(contains Toluene)
Toluène
(contient Toluène)

Cc1ccccc1
11 = 0.87 kg
M = 92.14 g/mol
Specification
Assay (GC) ≥ 99.5 %
Color (NPH) ≤ 10
Color (NPH) ≤ 0.003 %
Sulfur compounds (as S) To pass test
Substances darkened by sulfuric acid ≤ 0.001 %
Residue after evaporation ≤ 0.001 %
Water (H₂O) ≤ 0.00 %

Made in Germany/Origin
CAS-No: 108-88-3
EMD Millipore Corporation,
an Affiliate of Merck KGaA,
Darmstadt, Germany,
290 Concord Road, Billerica, MA 01821,
USA, Tel. +1-978-715-4321
www.sigmaaldrich.com

Danger: Highly flammable liquid and vapor. May be fatal if swallowed and enters airways. Causes skin irritation. May cause drowsiness or dizziness. Suspected of damaging fertility or the unborn child. May cause damage to organs. (Caution: Nervous system) through prolonged or repeated exposure. Observe special instructions before use. Do not use, drink or remove when using this product. Get medical advice/attention if you feel unwell. Dispose of contents/container to an approved waste disposal plant. | Adjusted to liter L = 1.000 at +20°C. Variation: approx. 0.02%.

Gefahr: Sehr entzündlich. Flüssigkeit und Dampf sehr entzündbar. Kann tödlich sein, wenn geschluckt und in die Atemwege gelangt. Kann Schläfrigkeit oder Schwindel verursachen. Verdacht auf Schädigung der Fruchtbarkeit oder des ungeborenen Kindes. Kann Organschäden durch wiederholte Exposition durch Viren/Schäden. Staub/rauch/Gas/Nebel/Dampf/Aerosol nicht einatmen. Nach Gebrauch Haut gründlich waschen. Bei Gebrauch nicht essen, trinken oder rauchen. Bei Unwohlsein ärztlichen Rat einholen/ärztliche Hilfe hinzuziehen. Inhalt/Behälter einer anerkannten Abfallentsorgungsanlage zuführen. | Eingestellt auf Liter L = 1,000 bei +20°C. Abweichung: ca. 0,02%.

www.sigmaaldrich.com

Danger: Highly flammable liquid and vapor. May be fatal if swallowed and enters airways. Causes skin irritation. May cause drowsiness or dizziness. Suspected of damaging fertility or the unborn child. May cause damage to organs. (Caution: Nervous system) through prolonged or repeated exposure. Observe special instructions before use. Do not use, drink or remove when using this product. Get medical advice/attention if you feel unwell. Dispose of contents/container to an approved waste disposal plant. | Adjusted to liter L = 1.000 at +20°C. Variation: approx. 0.02%.

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www.sigmaaldrich.com

*Product labels and documentation will reflect each portfolio brand

Product label information is for demonstration purposes

Packaging and labeling branding transition

Documentation

SIGMA-ALDRICH

sigma-aldrich.com

SAFETY DATA SHEET

according to Regulation (EC) No. 1907/2006

Version 5.3 Revision Date 31.08.2017

Print Date 15.03.2018

GENERIC EU MSDS - NO COUNTRY SPECIFIC DATA - NO OEL DATA

SECTION 1: Identification of the substance/mixture and of the company/undertaking

1.1 Product identifiers

Product name : Methotrexate

Product Number : M7824

Brand : Sigma

REACH No. : A registration number is not available for this substance as the substance or its uses are exempted from registration, the annual tonnage does not require a registration or the registration is envisaged for a later registration deadline.

CAS-No. : 59-05-2

1.2 Relevant identified uses of the substance or mixture and uses advised against

Identified uses : Laboratory chemicals, Manufacture of substances

1.3 Details of the supplier of the safety data sheet

Company : Sigma-Aldrich Chemie GmbH
Riedstrasse 2
D-89555 STEINHEIM

Telephone : +49 89-6513-1444

Fax : +49 7329-97-2319

E-mail address : eurtechserv@sial.com

1.4 Emergency telephone number

Emergency Phone # : 0800 181 7059 (CHEMTREC Deutschland)
+49 (0)696 43508409 (CHEMTREC weltweit)

SECTION 2: Hazards identification

2.1 Classification of the substance or mixture

Classification according to Regulation (EC) No 1272/2008

Acute toxicity, Oral (Category 3), H301

Skin irritation (Category 2), H315

Eye irritation (Category 2), H319

Germ cell mutagenicity (Category 2), H341

Reproductive toxicity (Category 1B), H360

For the full text of the H-Statements mentioned in this Section, see Section 16.

2.2 Label elements

Labelling according Regulation (EC) No 1272/2008

Pictogram

Signal word : Danger

Sigma - M7824

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Sigma-Aldrich.

www.sigmaaldrich.com

Safety Data Sheet

according to Regulation (EC) No. 1907/2006

Version 5.3 Revision Date 31.08.2017

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Fax : +49 7329-97-2319

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Labelling according Regulation (EC) No 1272/2008

Pictogram



Signal word : Danger

The life science business of Merck operates as
MilliporeSigma in the US and Canada.

MERCK

Sigma - M7824

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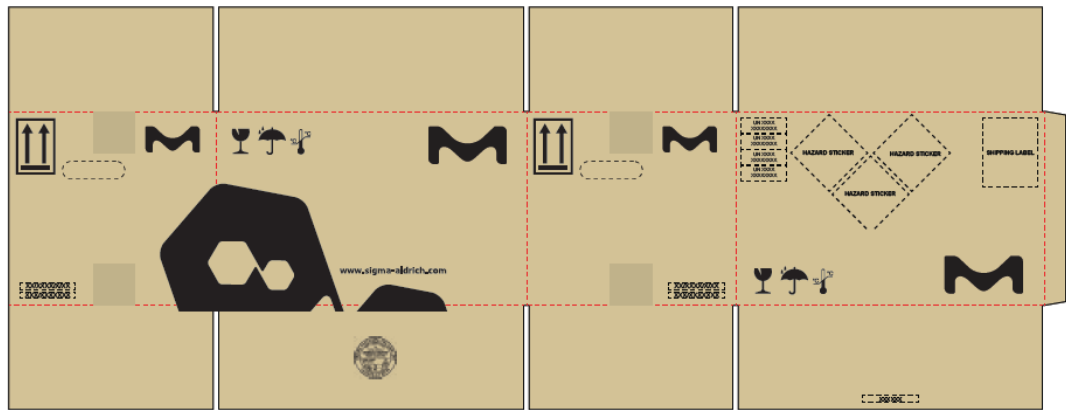


Packaging and labeling branding transition

Example designs

Outer Shipping Boxes

UN Rated

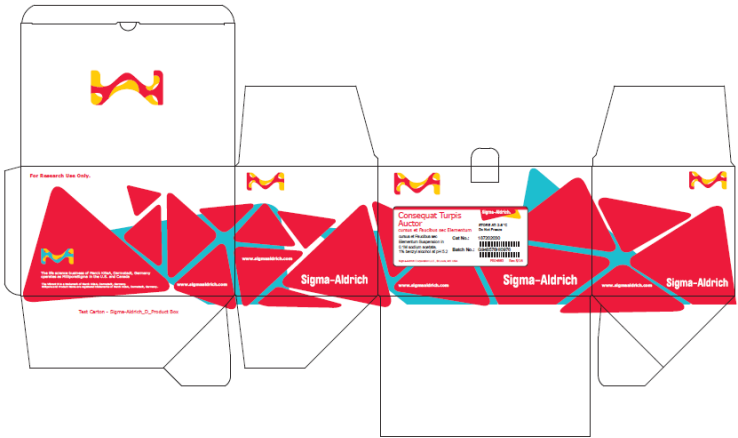


Packing Tape

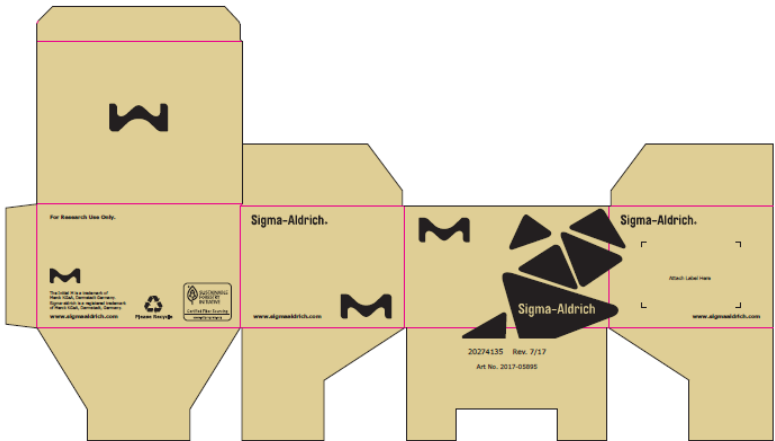


Product Boxes (kit and corrugated)

**Kit box colors will reflect each portfolio brand*



Kit Box



Corrugated Box



Packaging and labeling branding transition

Example designs

Sigma-Aldrich®



SAFC®



Supelco®



Milli-Q®



Millipore®





THE 6 SHARPEST perspectives

for focused science and technology
solutions in life science



Millipore®

Preparation,
Separation, Filtration
& Testing Products

SAFC®

Pharma &
Biopharma Raw
Material Solutions

BioReliance®

Pharma & Biopharma
Manufacturing &
Testing Services

Sigma-Aldrich®

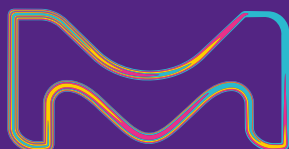
Lab & Production Materials

Milli-Q®

Lab Water
Solutions

Supelco®

Analytical Products



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MERCK

The life science business of Merck
operates as MilliporeSigma in the
U.S. and Canada.

A Science and Technology ecosystem

FOCUSED ON advancing Life science

At Merck, we have brought together the world's leading life science brands to create a world-class portfolio of science and technology solutions that focuses on your toughest problems.

Sigma-Aldrich®

Our Sigma-Aldrich® portfolio offers a broad and deep portfolio of lab and production materials paired with technical support and scientific partnerships, which embodies our shared quest for scientific advancement.

Milli-Q®

The Milli-Q® portfolio within Merck's offering is focused on a range of intuitive, easy-to-use lab water instruments that seamlessly integrate into your daily work. To enable you to stay ahead, we constantly innovate to answer the needs of tomorrow.

Millipore®

Merck offers the Millipore® portfolio of leading preparation, separation, filtration and testing products and technologies – strongly rooted in quality, reliability, time-tested processes and regulatory expertise.

Supelco®

Merck has created the Supelco® portfolio of analytical products, built on providing accuracy and reliability and developed for analytical chemists, by analytical chemists.

SAFC®

Within the SAFC® portfolio, Merck offers customised and ready-to-use raw material solutions, backed by deep regulatory expertise. We go beyond just the raw materials as we understand your need for patient safety, security and scalability to get health solutions to patients, faster.

BioReliance®

The BioReliance® portfolio of Merck encompasses exceptional, risk-mitigating approaches, testing, critical services and customised, complete solutions to help you bring life-changing drugs to market, faster.

A sharper look

As part of the exciting life science restructure, we are refreshing our existing packaging design and labelling to better serve you and reflect the vibrant nature of our business and vision.

Whatever your life science needs, see how the expert products and services of Merck can help by visiting SigmaAldrich.com/advancinglifescience

What materials will be updated as part of this rebrand?

We will be transitioning the packaging, labeling and related documentation for all 300,000 of our Merck life science products to our new branding. You will see changes to the following:

- Shipping boxes
- Product and kit boxes
- Labels on devices, bottles, product and shipping boxes
- Packaging materials (such as branded bottles, films, bags, packing tape and drums)
- Branding of product documentation (such as certificates of quality and analysis, handling instructions, MSDS, specification sheets and user guides)
- Branded instruments and devices

What else is changing as part of this rebrand?

As part of this rebrand, we are also:

- Adding 2D Data Matrix Global Standards One (GS1) barcodes to most of our labels, which will provide direct access to product data.
 - Mandatory data incorporated into the 2D barcodes will include the global trade item number (GTIN) which is currently encoded into our existing 1D barcodes, as well as product code and lot number (except for customized products).
 - The expiry date, shelf life, date of manufacturing, serial number and country of origin are optional based on portfolio characteristics.
 - Data not present on existing labels will not be added to the 2D barcodes.
 - Existing 1D barcodes will remain on our labels.
 - The addition of 2D barcodes will not necessarily occur while products transition to our new branding. Therefore, it would be possible for the



label to be re-branded with the 2D barcode added at a later date.

- As part of this process, we will not remove any legible information from the label.
 - Assessing multiple security features to determine which would be best for any given product label. Once a decision has been reached, we will properly communicate the change prior to implementing it.
-
- Increasing the sustainability characteristics of our packaging.
 - Assessing multiple security features to determine which would be best for any given product label. Once a decision has been reached, we will properly communicate the change prior to implementing it.
 - Updating labels and documentation that currently reference the 290 Concord Rd, Billerica, MA address to reflect the address of our new Life Science Center in the U.S. at 400 Summit Drive, Burlington, Massachusetts 01803, USA.

These enhancements do not include a change of primary packaging materials of construction, and nothing about the functionality or characteristics of the products, or how they are ordered, will change.

What is the reason for the rebrand?

- It has been two years since Merck Millipore and Sigma-Aldrich came together to form the life science business of Merck. Since the acquisition of Sigma-Aldrich, we have made significant progress in integrating the two businesses, and the rebrand marks the next step in the integration.
- The rebrand will ensure that you can immediately identify our products under one consistent branding structure.
- These changes will ensure that our products and packaging are visibly, boldly and undeniably Merck products.

Will product numbers, lot numbers, or catalog numbers change?

No.



Will the label still have all of the information that I'm used to seeing on it?

Yes.

Will bottle cap colors change?

For the most part, they will not. Generally speaking, all red capped products will retain a red cap

Will product names change?

Most product names will not change, however, if there are any changes, they will be properly communicated to anyone enrolled in the change notification process.

Whom should I contact if I have more questions?

For more information about the changes, please contact Customer Service or email MLSBranding@sial.com if you have any additional questions.

Most of the labels may have a 2D barcode. Why not all?

For technical reasons, there may not be enough space on smaller labels.

Will there be any changes in the layout of product related statements issued by Quality Services after the branding transition?

The layout of product related statements issued by Quality Services will not change in the foreseeable future.

