

# 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
<b>Sigma-Aldrich®</b>	State-of-Art Lab & Production Materials		
<b>Supelco®</b>	Trusted Analytical Products		
<b>Milli-Q®</b>	Pioneering Lab Water Solutions		
<b>Millipore®</b>	Proven Preparation, Separation, Filtration & Testing Products		
<b>SAFC®</b>	Tailored Pharma & Biopharma Raw Material Solutions		
<b>BioReliance®</b>	Expert Pharma & Biopharma Manufacturing & Testing Services		



# Packaging and labeling branding transition

## Example designs

### Labels\*

BEFORE

1.00030.2500

1597630 129

EMSURE<sup>®</sup>  
ISO  
Hydrogen peroxide 30%  
(Perhydrol<sup>®</sup>) for analysis  
(contains Hydrogen Peroxide)  
Wasserstoffperoxid 30%  
(enthält Wasserstoffperoxid)  
Hidrógeno peróxido 30%  
(contiene hidrógeno peróxido)  
Peroxyde d'hydrogène à 30 %  
(contient Hydrogène Peroxyde)  
Peróxido de hidrogénio 30%  
(contém Peróxido de hidrogénio)

UN1648

MSDS

EM

Detailed hazard pictograms and GHS text in multiple languages.

AFTER

1597630 129

1.00030.2500 Millipore

EMSURE<sup>®</sup>  
ISO  
Hydrogen peroxide 30%  
(Perhydrol<sup>®</sup>) for analysis  
(contains Hydrogen Peroxide)  
Wasserstoffperoxid 30%  
(enthält Wasserstoffperoxid)  
Hidrógeno peróxido 30%  
(contiene hidrógeno peróxido)  
Peroxyde d'hydrogène à 30 %  
(contient Hydrogène Peroxyde)  
Peróxido de hidrogénio 30%  
(contém Peróxido de hidrogénio)

UN1648

MSDS

EM

22.5 L  
Content  
31.07.14  
CAS No: 121-44-8  
UVI XXX-XXX-XXX

C<sub>2</sub>H<sub>6</sub>O<sub>2</sub>  
1 L = 0.75 kg  
M = 101.10 g/mol  
form. powder

US only: WARNING: This product part of the California Proposition 65 regulation, and contains a chemical known to the State of California defects or other reproductive harm. WARNING: this product contains a chemical known to the State of California to cause cancer. Safety data sheet is available. For Research & Development use only.

Merck KGAA, Darmstadt, Germany, Tel. +49(0)6151 72-2440, EMD Millipore Corporation, 400 Wheeler Road, Burlington, MA 01803, USA, Tel. +1-978-715-4321, sigma-aldrich.com, www.sigmaaldrich.com

Danger. Highly flammable liquid and vapour. Harmful if swallowed, in contact with skin or if inhaled. Causes serious eye irritation. Keep away from heat. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present to do. Continue rinsing. Store in a well ventilated place. Keep cool.

Achtung. Leichtentzündliche Flüssigkeit und Dampf. Gesundheitsschädlich bei Verschlucken, bei Berührung mit der Haut oder bei Einatmen. Verursacht schwere Augenreizung. Von Hitze fernhalten. WENN IN AUGEN: Einige Minuten mit Wasser spülen. Kontaktlinsen entfernen, falls vorhanden. Weiter steigen An einem gut belüfteten Ort aufbewahren. Bleib ruhig.

Peligro. Líquido y vapores muy inflamables. Nocivo en caso de ingestión, contacto con la piel o inhalación. Provoca irritación ocular grave. Alejate del calor. SI EN LOS OJOS: Enjuagar cuidadosamente con agua durante varios minutos. Quite las lentes de contacto, si está presente para hacer. Seguir sufriendo. Almacenar en un lugar bien ventilado. Mantener la calma.

Fara. Mycket brandfarligt vätska och ånga. Farligt vid förtäring, hudkontakt eller inandning. Orsakar allvarlig ögonirritation. Håll dig borta från värme. Om i ögonen: Skölj försiktigt med vatten i flera minuter. Ta bort kontaktlinser, om de är närvarande. Fortsätt att stiga. Förvara på väl ventilerad plats. Håll dig sval.

Danger. Liquide et vapeur très inflammables. Nocif en cas d'ingestion, en contact avec la peau ou par inhalation. Provoque une irritation grave des yeux. Tenir loin de la chaleur. EN CAS DE CONTACT AVEC LES YEUX: Rincer à l'eau avec précaution pendant plusieurs minutes. Enlever les lentilles de contact, si présent à faire. Continuer à augmenter. Conserver dans un endroit bien ventilé. Garder son calme. Pericolo. Liquido e vapore altamente infiammabili. Nocivo se ingerito, a contatto con la pelle o inalato. Provoca gravi irrieti agli occhi. Tenere lontano dal calore.

Niebezpieczeństwo. Wysoce łatwopalna ciecz i para. Działa szkodliwie po poknięciu, w kontakcie ze skórą lub po wdychaniu. Powoduje poważne irracje oczu. Trzymać z dala od ciepła. JEŚLI W OCZY: Ostrożnie umyć wodą przez kilka minut. Usunąć soczewki kontaktowe, jeśli jest to konieczne. Kontynuuj. Przechowywać w dobrze wentylowanym miejscu. Uspokój się.

IMO: DYE INTERMEDIATE, SOLID TOXIC, N.O.S. (NITROBENZENE)

**\*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:\*

X-Small

4200-0190  
Guaver TUNEL Negative Control Cells  
5 ml  
LOT: XXXX  
Made in USA  
EMD Millipore Corp., USA, +1-978-715-4321  
www.sigmaaldrich.com

Small

1.09910.0007 Batch Nr Exp Date  
1 amp  
**Titrisol®**  
Iodine solution  
Iodlösung  
for 1000 ml,  
c(I<sub>2</sub>) = 0.05 mol/l (0.1 N)  
Made in Germany  
Merck KGaA, 64271 Darmstadt, Germany, Tel. +49(0)6151 72-2440  
EMD Millipore Corporation, 290 Concord Road, Billerica, MA 01821, USA, Tel. +1-978-715-4321  
www.sigmaaldrich.com

**Danger.** Causes damage to organs (thyroid) through prolonged or repeated exposure if swallowed. Do not breathe dust/fume/gas/mist/vapour/spray. Wash skin thoroughly after handling. Do not eat, drink or smoke 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.** Schädigt die Organe (Schilddrüse) bei längerer oder wiederholter Exposition durch Verschlucken. Staub/Aerosol/Gas/Nebel/Dampf/Aerosol nicht einatmen. Nach Gebrauch Haut gründlich waschen. Bei Gebrauch mit Wasser, Feinöl oder Öl: Bei Unwohlsein oder bei anderen Unwohlseinssymptomen ärztliche Hilfe anfordern. Inhalt/Behälter einer anerkannten Abfallentsorgungseinrichtung zuführen. / Eingeweiht auf Liter L = 1,000 bei +20°C. Abweichung: ca. 0,02%.

Medium

1.16882.5000 Millipore.  
lot: 11+ 1.43 kg  
**Fractogel®** 5 L  
**Fractogel® EMD**  
**SO<sub>3</sub><sup>-</sup> (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, 290 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 heat.  
**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 vapori infiammabili. Conservare lontano dal calore. / Proteggere dal gelo.  
**Waarschuwing.** Ontvlambare vloeistof en damp. Verreijdt houden van warmte. / Beschermen tegen vorst.

Large

BatchNr PW TX0735T-4 Millipore.  
lot: 4 L  
**GR ACS**  
**Toluene**  
(contains Toluene)  
**Toluène**  
(contient Toluène)  
Made in Germany  
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 (central nervous system) through prolonged or repeated exposure. Obtain special instructions before use. Do not breathe dust/fume/gas/mist/vapour/spray. Wash skin thoroughly after handling. Use only outdoors or in a well-ventilated area. Wear protective gloves/protective clothing/eye protection/face protection. IF SWALLOWED: Immediately call a POISON CENTER or doctor/hospital. IF ON SKIN (or hair): Remove/ Take off immediately all contaminated clothing. Rinse skin with water/shower. IF INHALED: Remove victim to fresh air and keep at rest in a position comfortable for breathing. IF exposed or contacted: Get medical advice/attention. Specific treatment (see supplemental first aid instructions on this label). Do NOT induce vomiting if skin irritation occurs. Get medical advice/attention. Take off contaminated clothing and wash before reuse. In case of fire: Use dry sand, dry chemical or alcohol-resistant foam for extinction. Store in a well-ventilated place. Keep container tightly closed. Store in a well-ventilated place. Keep cool. Store locked up. Dispose of contents/container to an approved waste disposal plant. / Store at room temperature.  
**WISBEB:** This product contains a chemical known in the State of California cause birth defects or other reproductive harm.

**Danger.** Liquide et vapeurs très inflammables. Peut être mortel en cas d'inhalation et de pénétration dans les voies respiratoires. Provoque une irritation cutanée. Peut provoquer somnolence ou des vertiges. Susceptible de nuire à la fertilité ou au fœtus. Présumé de nuire à la fertilité ou à l'enfant à naître. Peut causer des dommages aux organes (système nerveux central) à la suite d'expositions prolongées ou répétées. Obtenir des instructions spéciales avant utilisation. Ne pas manipuler avant d'avoir lu et compris toutes les précautions de sécurité. Tenir à l'écart de la chaleur. Eviter les étincelles, les étincelles, les flammes nues/surfaces chaudes. Ne pas fumer. Maintenir le récipient fermé de manière étanche. Mettre à la ventilation appropriée du récipient et du matériel de réception. Utiliser de manière étanche de ventilation/déballage sans écoulement. Ne pas utiliser d'eau pour éteindre les incendies. Prendre des mesures de précaution contre les décharges électrostatiques. Ne pas respirer les poussières/ fumées/ gaz/ brouillards/ vapeurs/ aérosols. Se laver à fond le visage après avoir manipulé. Utiliser seulement en plein air ou dans un endroit bien ventilé. Porter des gants de protection/ des vêtements de protection/ un équipement de protection des yeux/ du visage. ECHIFFES DANGEREUX: Appeler immédiatement un CENTRE ANTI-POISON ou un médecin. EN CAS DE CONTACT AVEC LA PEAU (ou les cheveux): Enlever immédiatement les vêtements contaminés. Rincer la peau à l'eau/ Se doucher. EN CAS D'INHALATION: Transporter la victime à l'extérieur et la maintenir au repos dans une position ou elle peut confortablement respirer. En cas d'exposition prolongée ou suspectée: Consulter un médecin. Traitement spécifique en cas d'exposition supplémentaire pour les premiers secours sur cette étiquette. NE PAS faire vomir. En cas d'irritation cutanée: Consulter un médecin. Consulter les vêtements contaminés et les laver avant réutilisation. En cas d'incendie: Éteindre avec du sable, de la poudre sèche ou de la mousse à l'épreuve de l'alcool. Stocker dans un endroit bien ventilé. Maintenir le récipient fermé de manière étanche. Stocker dans un endroit bien ventilé. Tenir au frais. Conserver sous verrou. Éliminer le contenu dans une installation de traitement des déchets agréée. / Stocker à température ambiante.

\*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-Aldrich.

www.sigmaaldrich.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
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E-mail address : eurtechserv@sial.com
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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**

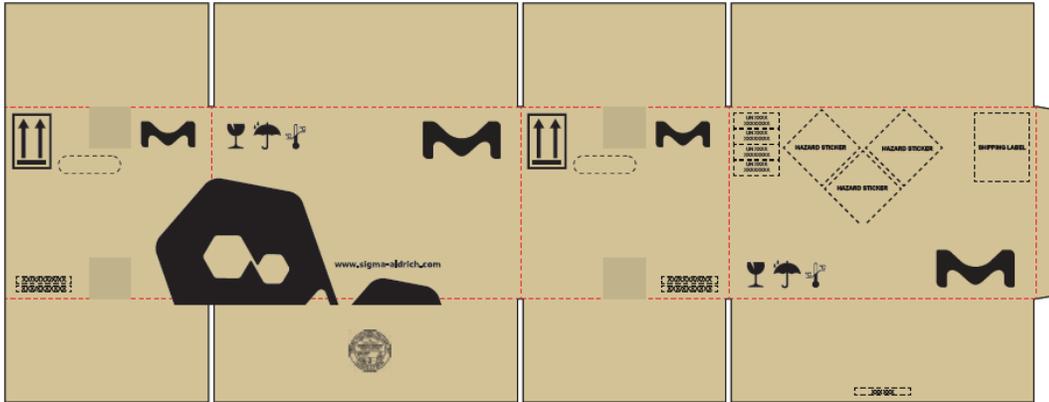


# Packaging and labeling branding transition

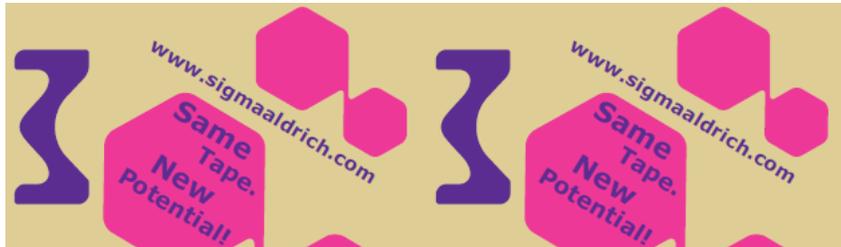
## Example designs

### Outer Shipping Boxes

UN Rated

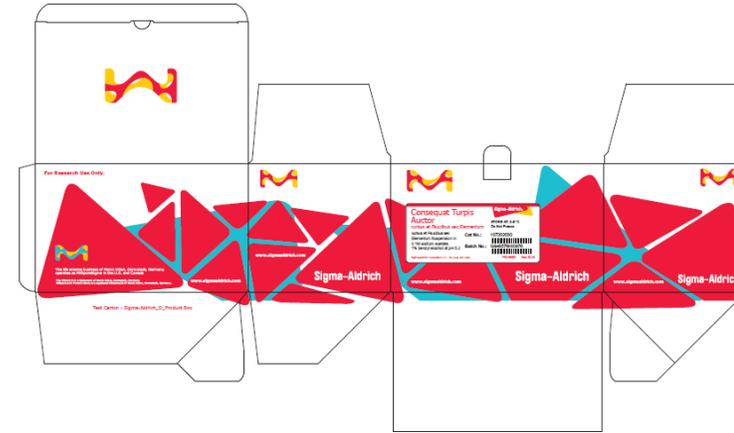


### Packing Tape

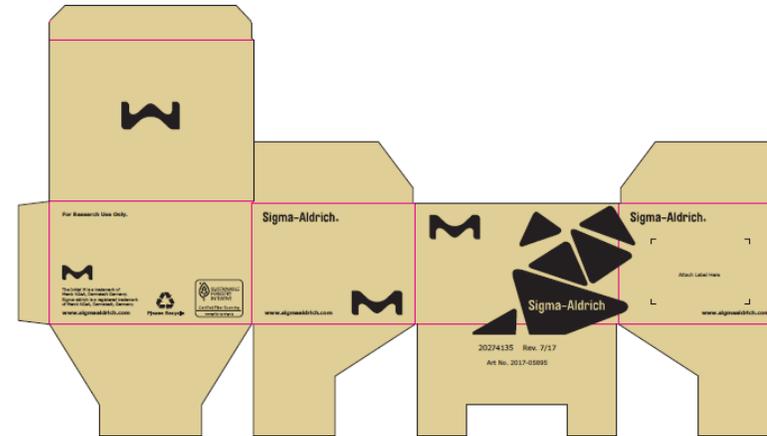


### Product Boxes (kit and corrugated)

*\*Kit box colors will reflect each portfolio brand*



Kit Box



Corrugated Box







# 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®**

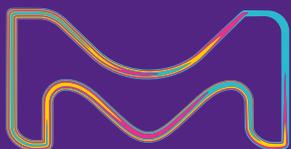
Lab & Production Materials

**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](https://www.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.

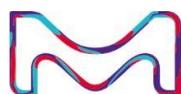
These enhancements do not include a change of primary packaging materials of construction, and nothing about the functionality or characteristics of the products, or how they are ordered, will change.

### **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](mailto: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.

