

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

1.00030.2500

1597630 129

EMSURE®
ISO
Hydrogen peroxide 30%
(Perhydrol®) 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 hidrógeno 30%
(contém Peróxido de hidrógeno)

UN1648

EM

Detailed hazard pictograms and GHS text in multiple languages.

AFTER

1597630 129

1.00030.2500 **Millipore**

EMSURE®
ISO
Hydrogen peroxide 30%
(Perhydrol®) 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 hidrógeno 30%
(contém Peróxido de hidrógeno)

UN1648

EM

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

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

Detailed hazard pictograms and GHS text in multiple languages.

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 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

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- Telephone : +49 89-6513-1444
Fax : +49 7329-97-2319
E-mail address : eurtechserv@sial.com
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Emergency Phone # 0800 181 7059 (CHEMTREC Deutschland)
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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

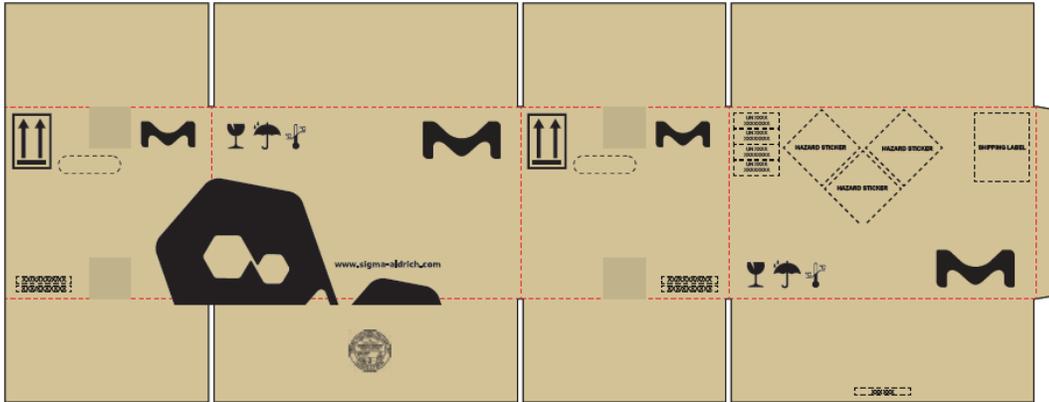


Packaging and labeling branding transition

Example designs

Outer Shipping Boxes

UN Rated

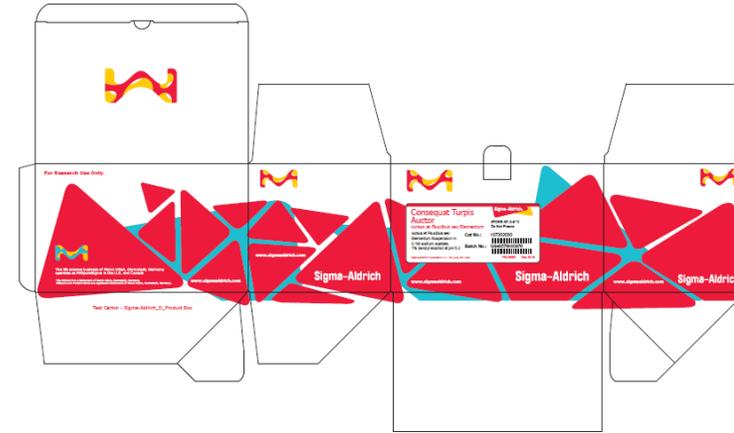


Packing Tape

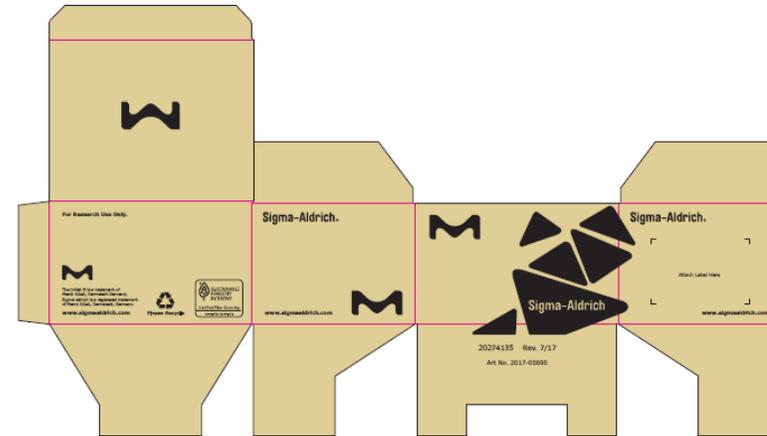


Product Boxes (kit and corrugated)

**Kit box colors will reflect each portfolio brand*



Kit Box



Corrugated Box



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](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.
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- 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.

