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Thermo Fisher transitions chemicals brand product portfolio

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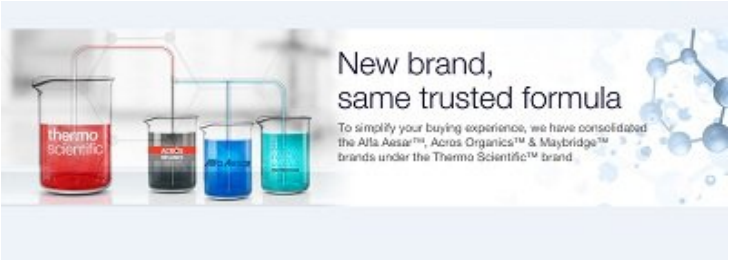
Consolidation of the Acros Organics, Alfa Aesar and Maybridge brands to one single brand, Thermo Scientific



Thermo Fisher Scientific has announced the consolidation of its product portfolio brands Acros Organics, Alfa Aesar and Maybridge transitioning to one unified brand, Thermo Scientific. The transition is a response to the customer's feedback to simplify the buying journey experience.

The transition effective from mid-October 2021 and all products of Alfa Aesar, Acros, Organics and Maybridge packed and labelled from mid-October 2021 onwards will be branded as Thermo Scientific. There will be no change in the product codes,

specifications, quality, or performance of the products.

“Consolidation of our chemicals business brands is a strategic move to bring our wide range of innovative products under one brand. These changes are being made to simplify the purchasing journey as well as provide customers with one complete portfolio,” said Amit Chopra, MD, India, and South Asia, Thermo Fisher Scientific.

Thermo Fisher will not re-label existing products on the shelves. Until the existing stock of Acros Organics, Alfa Aesar and Maybridge labelled products are depleted, customers will continue to see a mix of Acros Organics, Alfa Aesar, Maybridge and Thermo Scientific branded products.

Manish Sanghai, Senior Director, Laboratory Solutions India, Thermo Fisher Scientific, said, "We have already started the process of rationalising our existing product portfolios. Subsequently, to address product overlaps, some products from Acros Organics, Alfa Aesar and Maybridge brands might be realigned within the portfolio and alternative products will be identified and offered as replacements to serve our customers better."

For more information, please visit thermofisher.in/chemicals.