

Smaller Means Greener

Acros Organics makes it easy to save the Earth and money with the Smaller Means Greener (SMG) campaign



Not an actual bottle image.

Buying in Smaller Quantities Means:

- Significant reduction of chemical waste
- Significant cost savings
- Less incidents caused by "old chemicals"
- Less contamination
- Eliminates potential failed reaction due to "expired reagents"

Here's how it works:

Go with the smaller pack size. Order the MINIMUM amount of chemicals* for your planned experiment. Order more ONLY as needed: save 15% on subsequent purchases of the same or smaller pack size within 12 months.

*Qualified chemicals: The smaller pack sizes of any **BUILDING BLOCKS** with two or more pack sizes.

Here's a hypothetical example:

Dave and Celine are conducting the same experiment using the same reagents. Celine ordered the 500mL pack size, which is the initial estimated minimum amount of chemicals required for the experiment. She purchased more only as needed, and saved 15% on her second purchase of the 500mL size of chemicals X, Y and chemicals A, B, and C. By choosing the Smaller is Greener program, she helped to significantly reduce the amount of chemical waste and saved \$145 (17%).

OLD WAY				GREEN WAY		
Starting	Dave	Dave	Dave	Celine	Celine	Celine
Material	Ordered	Consumed	Spent	Ordered	Consumed	Spent
Chemical X	1 x 1L	1L	\$170	2 x 500mL	1L	\$185 (100 + 85)*
Chemical Y	1 x 1L	1L	\$170	2 x 500mL	1L	\$185 (100 + 85)
Chemical A	1 x 1L	1L	\$170	2 x 500mL	1L	\$185 (100 + 85)
Chemical B	1 x 1L	500mL	\$170	500mL	500mL	\$100
Chemical C	1 x 1L	500mL	\$170	500mL	500mL	\$100
Total Spent on Chemicals			\$850			\$755
Total Chemical Waste for Disposal		1L			0L	
Total Disposal Cost			\$50			\$0
Total Cost			\$900			\$755
Total Savings						\$145

* Assume the prices for 500mL and 1L pack sizes are \$100 and \$170, respectively. The second 500mL would cost \$85 under this program.

Contact your M-Marketsite customer service representative at **734-615-6767** for a list of qualifying Acros Organics products.

Acros Organics—a broad product portfolio to serve organic chemists:

- Building blocks—an extensive range to construct more complex molecules
- Essentials—more than 1,000 basic reagents
- Functional Reagents—"tools" to transform starting materials into products
- Organic Plus—common reagents frequently used in biology, analytical and biochemistries



For technical information visit www.acros.com.



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