

Merck KGaA · Germany · Frankfurter Str. 250 · 64293 Darmstadt

TO WHOM IT MAY CONCERN

Date	27.09.2018
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WRONG information by competitor about our 101298 ReadyCult Coliforms

Dear Valued Customer,

It has been brought to our attention that a competitor company is trying to discredit our product 101298 ReadyCult Coliforms with wrong arguments about its application:

WRONG is:

Positive results for *Escherichia coli* (*E. coli*) obtained with 101298 ReadyCult Coliforms must be confirmed by applying an Indole test (using Kovacs reagent)

CORRECT is:

ReadyCult Coliforms is approved by the US EPA for testing of coliform bacteria and/or *E. coli* in 24 ± 1 h. Confirmation or verification steps **are not required**.

Optional further verification of *E. coli* with the use of KOVAC's indole reagent is also approved **but not required**.

Please do NOT trust the wrong competitor information above about 101298 ReadyCult. It is an attempt to turn an optional product advantage of ReadyCult Coliforms over their own product into a disadvantage.



Merck KGaA

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Corporation with General Partners
Commercial Register AG Darmstadt HRB 6164
Registered Office: Darmstadt
Chairman of the Supervisory Board:
Wolfgang Büchele

Executive Board and General Partners:
Karl-Ludwig Kley (Chairman),
Stefan Oschmann (Vice Chairman),
Kai Beckmann, Belén Garijo, Marcus Kuhnert,
Bernd Reckmann

If you want to learn more about our Readycult products, our local Merck Sales & Marketing colleagues are happy to assist you.

We very much appreciate if you remain our loyal customer.

Sincerely,



i.A.

Dr. Andreas Bubert
Senior Global Product Manager Culture Media
In Process Testing
Darmstadt, Germany



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