

Purolite Life Sciences Brand Positioning Catalyst

Presenting

Brand Therapy
Perceptions
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Brand Narrative

Brand Legacy
Brand Story
Vision, Mission, Promise
Primary Messaging



Brand Therapy

“We are resin technology experts.”

As Purolite Life Sciences is the newest enterprise of Purolite, the world’s premier ion exchange resin manufacturer and innovator, Purolite Life Sciences is built on a powerful foundation of expertise, experience, and excellence.

“We’re proud of our heritage.”

Purolite Life Sciences has emerged from Purolite’s 35-year history of quality in resin technology with a breadth of specialized knowledge that is based on transforming key industries with solutions to enhance efficiency and effectiveness. As such, Purolite Life Sciences is inseparable from the heritage of Purolite.

“Our people are the best in the world at what they do.”

Purolite Life Sciences is composed of only the most qualified researchers and scientists, who develop highly specialized products ready to solve the most complex and demanding process challenges.

“By enhancing the Life Sciences, we’re making the world a better place.”

Purolite Life Sciences empowers the industries for which it provides products and—ultimately—the individuals who benefit from these products. The end result enables people to live enhanced lives and experience better outcomes, whether in the form of treatment, food, or cosmetics.

“We speak your language.”

To truly understand a customer's needs in the deepest possible way: that is the first priority of Purolite Life Sciences. The world-class specialists and scientists of Purolite Life Sciences listen to and grasp every detail of what keeps our customers up at night. They follow through with specialized knowledge and experience that come together to form a highly customized solution that considers every angle of the customer's problem.

“When people think of innovation, they’ll think of us.”

Purolite Life Sciences strives to meet tomorrow before it arrives. “Innovation” is another way of saying that the needs of the Life Sciences Industry of today and tomorrow will be identified, matched, and surpassed. In years to come, and in a competitive marketplace, this innovation will come to define Purolite Life Sciences, as it defines Purolite.

“Our culture is an extension of Purolite in the direction of Life Sciences.”

Purolite Life Sciences is not separate from what makes Purolite such a special company – and culture. The combination of a family atmosphere, accessible management, and inspired free-thinking results in a corporate culture defined by its people and their spirit of innovation.

“We’re transitioning our capability, resources, and regulatory knowledge toward the Life Sciences.”

At present, Purolite Life Sciences is not an industry leader, but an upstart. It must leverage the existing mechanisms inherent in Purolite, from regulatory knowledge to resin technology expertise, and apply it in order to succeed.

“Innovation is our core.”

As it did for Purolite, the culture of innovation that empowers Purolite Life Sciences will drive change in the market. As our new technology is implemented, the realization of innovation—something more efficient, more effective, and more cost friendly—will drive more and more customers to switch to Purolite Life Sciences.

“We are investing in the future.”

Purolite Life Sciences is the wave of the future. By investing in the right people and the right technology, over time, Purolite Life Sciences will grow from a new division to a global leader.

Perceptions

Prospective Customers

KEY INSIGHTS:

Excellent Reputation

Purolite Life Sciences is perceived as highly responsive, with excellent service and an exceptional understanding of industry needs.

Collaboration is Key

According to surveyed participants, a focus on collaboration defines a good partner.

Change is Good

All prospective customers would be willing to bring on a new agarose supplier.

TOP TAKEAWAYS:

“Services Provided”

The most valued attribute of Purolite Life Sciences.

“Consistent Quality”

The most important characteristic of a Life Sciences vendor.

“Increasing Regulatory Standards”

The top concern faced when introducing new suppliers.

Existing Customers

KEY INSIGHTS:

Earning

Recommendations

All survey takers said that they would recommend Purolite Life Sciences.

Defining Partnership

According to survey takers, a willingness to cooperate and technical competence make Purolite Life Sciences a good partner.

Relationships Matter

Having a strong relationship is a major benefit of working with Purolite Life Sciences.

TOP TAKEAWAYS:

“Improve Level of Information Exchange”

The top perception regarding how Purolite Life Sciences could improve.

“Quality Products”

The most valued attribute of Purolite Life Sciences.

“Product Price, Quick Response”

The most important characteristics of a Life Sciences vendor.

Goals

GOALS

- Define Purolite Life Sciences in a way that communicates a focus on R&D and innovation, emergence from Purolite's history of excellence, reliability as an alternative to competitors, and powerful choice for customers – regardless of the competition.
- Communicate the full scope and benefits of Purolite Life Sciences' full range of products.
- Unite the various brands within Purolite Life Sciences with a clear and consistent voice and vision.
- Support the sales force by providing a coherent brand that can be applied to various marketing initiatives, from conversation to sales materials.
- Elevate the brand image to reflect the success of Purolite as a global industry leader.

This brand will empower the brand image by giving voice to Chromalite, Lifetech, PuroPhase, and Praesto, while coordinating all interests: production, quality control, research and development, sales, technical support, education, and marketing.

Admired Brands

ADMIRE BRANDS



Innovate on existing technology

Simple and brilliant

Always ahead

Smart customer support



A strong culture

Undeniable focus on innovation

Ultimately enhancing lives



Classic brand with deep roots

Connects emotion to product

Able to stand the test of time



Was able to rise as the alternative

Connected with a new generation

Grew into a rival empire

Brand Narrative

BRAND VALUES

Heritage

The 35-year history of Purolite's success is inseparable from Purolite Life Sciences.

Quality

Purolite Life Sciences products will be of the highest quality standards producing consistent, reliable, and effective products that provide better options for our customers.

Innovation

Purolite Life Sciences shares and extends Purolite's dedication to research and innovation.

Thinking Forward

The future of the bio-based Life Sciences industry is changing, and Purolite Life Sciences can drive that change.

Reliability

Emerging from Purolite's expertise and experience, Purolite Life Sciences is here to stay, with products that are as exceptional as they are transformative.

Dedication to the Customer

Purolite Life Sciences is committed to going above and beyond to create the best possible customer service and customer outcomes.

BRAND CHARACTERISTICS – OUR DNA

Innovative

Customized

Passionate

Knowledgeable

Curious

Professional

Reliable

Helpful

Cordial

Responsive

Proactive

Effective

Confident

Dedicated

Instrumental

BRAND PERFORMANCE – HOW WE ACT

- Be prepared for tomorrow, today
- We listen
- Respond to customers' needs
- Identify the best solution
- Guide customers with constant communication
- Follow through
- Go above and beyond to make it happen
- Pay attention to every detail
- Embody professionalism
- Strive for excellence in all we do
- Always think beyond one PLS product
- Support each product team

Brand Legacy

LOOKING INTO THE FUTURE

- Establish the heritage of Purolite. Communicate association with Purolite's legacy of innovation, quality, and reliability.
- Gain recognition in the marketplace. Communicate our capabilities and full range of products more effectively, and surpass expectations.
- Go above and beyond. Provide responsiveness, attention to customers' needs, and flawless execution to make a strong impression with customers and win market share.
- Be known for offering an exceptional product with premium service. While the Purolite Life Sciences of today is very new to the market, Purolite Life Sciences can establish itself as the most reliable and committed to excellence.
- Position Purolite Life Sciences as innovative and focused on creating new products and solutions for biotech applications in the Life Sciences industry.

Brand Story

Who We Are

Purolite Life Sciences brings Purolite's innovative thinking and 35-year history of excellence to the global Life Sciences marketplace. Purolite Life Sciences supports R&D through production-scale biotech solutions to the food, pharmaceutical, and fine chemical industries.

Purolite Life Sciences is one brand comprising several product lines within Purolite:

- Purolite® APIs and excipients
- Praesto™ agarose-based ion exchange and plain base resins for protein purification
- Chromalite® analytical and industrial-scale chromatography resin for bio-separations and sweeteners
- Lifetech™ resins for covalent, adsorption, or ion exchange enzyme immobilization
- PuroPhase™ resin for solid-phase extraction

Where We Are Going

Purolite Life Sciences is emerging as a serious industry player in biotech applications by providing the Life Sciences industry with impressive, viable alternatives to existing high-quality resins for enzyme immobilization, solid-phase synthesis, and analytical and preparative chromatography. Ultimately, Purolite Life Sciences strives to invigorate a vast industry with solutions for improving productivity and efficiency.

**Vision, Mission,
Promise**

Vision

Purolite Life Sciences will become a leader in biotech applications for food, pharmaceutical, and fine chemical markets through a relentless approach to innovation, unsurpassed technical expertise, continual improvement, and unrivaled customer service.

Mission

The Purolite Life Sciences mission is to strengthen the Life Sciences industry with forward-thinking solutions that improve productivity, increase efficiency, and enhance lives.

Brand Promise

Purolite Life Sciences will create quality, cutting-edge biotech solutions that are manufactured to the strictest standards and perform consistently and reliably for optimal outcomes.

Primary Messaging

A Heritage of Excellence

Purolite Life Sciences is the result of Purolite's 35 years of innovation in ion exchange, adsorbent, catalyst and pharmaceutical resin technology. Supported by Purolite's proven track record of regulatory expertise, technology and service, Purolite Life Sciences delivers solutions to the biopharmaceutical, biosimilar, pharmaceutical, food, and fine chemical industries.

Dedication to Innovation

Purolite Life Sciences is a family of engineers and scientists dedicated to providing effective solutions through innovative products. Our R&D teams passionately pursue the future of innovation, while our technical experts solve your challenges with speed and professionalism.

Enhancing Lives

Purolite Life Sciences is rooted in quality and consistency. It is our obligation to comply with international regulations, and it is our mission to surpass customer expectations, to innovate, to lead, and to enhance the lives of those benefiting from the Life Sciences industry.



THANK YOU

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