

# LIFE IN LIFE SCIENTIFIC...

## UK NEWS:

It's the season for open days and agricultural shows and a good opportunity to view trial results and different varieties and assess what has worked well in the current cropping year.

Product briefings will start soon as thoughts turn to crop protection choices for next season. If anyone would like to hear about Life Scientific and our products don't hesitate to contact us using one of the methods at the end of this newsletter.



# NEW LOOK FOR PRODUCT LABELS

It's always good to get product feedback, whether positive or not quite so good. One of the improvement projects that we've been working on is our product labels.

We're delighted to reveal our brand new look which will start appearing on products this autumn, with Firestarter the first product to be released with the new labels and the rest of the range following in the autumn and into spring.

The new designs will consist of a front and a back label on the bottle so information can be larger and easier to read. The new front labels, pictured below, have larger product names for easy identification and are colour coded into product groups. Blue labels indicate a fungicide and green labels are for herbicides. Lambdastar, our insecticide is red and other product groups such as adjuvants or plant growth regulators will have a purple label.

The box labels are changing in line with the new look too, so all Life Scientific products will be quick and easy to identify in the store.



Huge thanks to everyone who has contributed to this project, from your comments we have been able to create a new look which is both eye catching and practical.



# CUSTOMER FOCUS

Following on from the new label project we have been looking at ways to get to know our customers better, understand their needs and improve our service.

Members of the Life Scientific team spent a couple of days in the UK earlier this month spending time with HL Hutchinsons and farmers. It was a good opportunity for French, German and Irish colleagues to gain first hand experience from the UK and hear the challenges of UK agriculture straight from the horse's mouth.

Life Scientific distribute products nationally through HL Hutchinsons and Procam.



For more information about Life Scientific and our products. Please see contact methods below.

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Azoxystar is a registered trademark of Life Scientific. Azoxystar contains azoxystrobin. Firestarter contains flufenacet and diflufenican.

All other products are those of other manufacturers where proprietary rights may exist. Use plant protection products safely. Always read the label and product information before use. For further product information including warning phrases and symbols refer to [www.lifescientific.com](http://www.lifescientific.com)