



Technical information datasheet No2

Adding extra value and safety to your products

Step by step to the **Bitrex**TM partnership

Choose to add **Bitrex** to your product

ref: **Datasheet No 1** Helping to solve an age-old problem

Complete the Trademark Licence Agreement

ref: **Datasheet No 3** Guidelines and conditions of use of trademarks

Use of the **Bitrex** Licencing Agreement triggers free MSL technical support

Send samples and formulations to MSL for taste testing

ref: **Datasheet No 4** Technical support

MSL scrutinise product formulations and complete tests to identify correct level of **Bitrex**

Correct levels of **Bitrex** included in product, and **Bitrex** logo applied to product packaging

MSL can provide marketing support in communicating the use of **Bitrex**

Product samples sent for analysis at regular intervals

ref: **Datasheet No 4** Technical support

MSL can provide free analytical support ensuring **Bitrex** continues to be used at the optimum level

Bitrex partnership becomes a permanent feature of your brand strategy, giving your product added value and identifying your company as a safety conscious organisation

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