



FAQ about our new partnership

Why are Rotam and SipcamAdvan working together?

The union of Rotam NA and SipcamAdvan provided a very unique opportunity to partner complementary organizations AND complementary product portfolios. Organizationally, each parent company sees a great benefit in combining sales and marketing resources focused on the unified goal of providing the best product options to its partners and customers.

Is this a merger? Will the brands stay separate?

This is a joint venture, combining the sales and marketing efforts of the two parent companies into a single, focused entity. This is not a merger, as the parent companies' brands will continue to stand separately, with both companies having an equal stake in the newly formed entity.

Will this be a global joint venture or only for the United States?

This joint venture is only for the United States.

Where will I go for customer service?

This joint venture is being developed with service in mind. While we have recently rolled out a new Customer Service number (see below), the existing customer service emails, phone and fax numbers for both Sipcam and Rotam continue to remain in place. Rest assured that the same phone numbers will be answered and the same email addresses will trigger a response. With time, this venture will allow even greater access to an account manager ready to respond to your needs and even quicker answers to your questions.

Continue to visit www.sipcamrotam.com for updates.

SipcamRotam Customer Service

Phone: 1-877-898-9514

Fax: 919-226-1197

customerservice@sipcam-rotam.com

Will my products be shipped from the same warehouse?

Over time, there will be alignment of product warehousing across the newly formed SipcamRotam portfolio. That said, for now, your product will continue to be delivered from the same warehouses that you are accustomed to.



Will I be able to pick up both product lines at the warehouse I have been accustomed to using in the past?

In time, the plan is to have both product lines available at publicized warehouses.

Do I need to updates SKU's or records within my systems?

In this initial phase of the JV the product names, labels, EPA registration numbers, and SKUs will remain the same as in your previous purchases. We are looking to optimize warehousing and freight strategies to better serve our customers and this could impact some product codes and SKUs in the future. Any changes to relevant key product information will be communicated in advance.

Will Rotam products qualify for the Sipcam Advantage Rewards Program?

We are pleased to announce that the Sipcam Advantage Rewards program will continue as the SipcamRotam Advantage Rewards. As such, select Rotam products will qualify for reward points and join key Sipcam products in the program providing even more benefit to purchasing with SipcamRotam. Please stay tuned for announcements concerning the products in the SipcamRotam platform.

When can I order from the JV?

Effective immediately, distributors and customers will have access to the fully combined SipcamRotam portfolio of products. Please contact your SipcamRotam account manager for more details.

Will there be a single invoice?

SipcamAdvan and Rotam continue to invoice separately at this time. In the future, after migrating to a common system, SipcamRotam will begin presenting a single invoice for all products purchased within the joint venture. Any changes will be communicated in advance.

Will there be better pricing because of the JV?

The JV, as with the parent companies, will strive to provide competitive pricing on all products and will not sacrifice the quality and service standards that have been established. Therefore, pricing will not change immediately due to the forming of the joint venture.

Are the terms going to be the same for all products across both organizations?

The terms will be product specific and outlined on the SipcamRotam price list.