

# SemperGram

PRODUCT UPDATE



Clearwater, Florida  
Date: September 3, 2024

## BestTouch® StarMed® ROSE – New Pigment, Blended Inventory

October is National Breast Cancer Awareness Month. We have a healthy stock of BestTouch® StarMed® ROSE inventory to support potential spikes in demand for this glove. We have an important update regarding a change to this aloe-coated exam nitrile glove. Recently, our factory changed the pigment to a different shade of pink referred to as fuchsia. (Refer to glove images on page 2.) Despite the color change, the rose glove remains the same high-quality product our customers know and love. It is the same glove, manufactured in a new color.

We understand that this update may raise questions from our valued customers. To address any concerns, we have prepared the following key points to communicate:

- 1. Same Quality:** BestTouch® StarMed® ROSE, now available in fuchsia, maintains the same high-quality standards and comfort. The change in color does not affect the performance or functionality of the glove in any way.
- 2. Enhanced Appeal:** End-user feedback regarding the glove color change has been positive. Many users prefer this shade over the old pigment. We believe the fuchsia color enhances the overall appeal of the glove and offers a fresh and modern look, making it more attractive to a broader customer base.
- 3. Blended Inventory:** As we work through this transition, our distribution centers are experiencing blended inventory levels. A customer may receive both colors in the same order/shipment. We appreciate your support and cooperation in effectively communicating this update to our customers.



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If you have any questions or require further clarification, please do not hesitate to contact your respective supervisors or the Marketing department. We are confident that together, we will continue to successfully transition to the new shade of pink.

## SMNR StarMed Rose



New Pigment

**SAME**

Great Glove

**NEW**

Shade of Pink

→  
Current Glove



Best Touch<sup>®</sup>  
**StarMed<sup>®</sup> ROSE**  
Nitrile Exam with Aloe



←  
New Glove



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