

BAYER CORPORATION - HISTORY

Bayer: not just aspirin...

Most Americans associate the Bayer name primarily with aspirin, but Bayer actually is one of the largest pharmaceutical, chemical and imaging technology companies in the world. Bayer has developed innovations in fields as diverse as crop protection, animal health, specialty chemicals, genetic engineering, biotechnology and synthetics. And it is one of the oldest established chemical companies in the United States.

History

Bayer Corporation dates back to the 1800s in Cologne, Germany, and gained worldwide recognition at the turn of the century for developing aspirin. To meet growing demand in the United States, Bayer set up a factory in Albany, NY at the turn of the century.

During World War I, the Albany factory was auctioned as enemy property by the U.S. government to Sterling Products, Inc., which took over all of the factory's drug patents and the Bayer logo. As a result, there were two companies using the Bayer name and trademark in the world.

Bayer Becomes One

Now, almost 80 years later, the Germany-based [Bayer Group](#), again has sole ownership of the Bayer trademark.

On April 3, 1995, Bayer announced it had acquired the Sterling Winthrop North American drug business. Sterling held the rights to use the Bayer name and trademark in North America. Miles Inc., a U.S. subsidiary of Bayer, now could take the name of its parent company.

Commitment to the Environment

Bayer takes environmental protection and public safety seriously. In 1993, the company spent \$305 million in capital expenditures and \$1 billion in operating expenses on worldwide pollution control and prevention.

The company began monitoring its effluent as early as 1901 and its atmospheric emissions in 1913. The company's achievements in recent years have included the development of Bayer Tower Biology. Installed in two locations in the United States, this technology for the biological treatment of wastewater now is marketed to communities and other companies.

As of this year, Bayer has invested \$1.9 billion in an eight-year environmental protection program. The program includes efforts to improve water quality, waste air and flue gas purification projects, the development of new sewage systems and improvements in plant safety.

Commitment to Research

Bayer Corporation has always been a leader in research and development. In 1994 alone, Bayer spent some \$2 billion on research and development. Consequently, Bayer pioneers many innovative products that meet the needs and concerns of professionals and the general public.

Imidacloprid is just one example of Bayer's leading-edge technology.

This chemistry's primary mode of action is post-synaptic blockage of the nicotinic acetylcholine receptor sites of the insect nerve. This disrupts the overall operation of the insect's nervous system, ultimately resulting in death.

Due to this unique mode of action, insects resistant to other chemical classes of insecticides are not resistant to imidacloprid.

Merit and Premise Insecticides are both produced from this chemistry.

These products stand apart from other insecticides that control a comparable pest spectrum because they require much less active ingredient for excellent control and have low toxicity values for humans, pets and beneficial insects.