

REACH Services for U.S. Based Businesses

Training, Planning, and Strategic Action Plan Modules

REACH has imposed significant regulatory obligations and created equally significant business impacts on all companies doing business in the European Union, obligations and impacts that are even more challenging for U.S.-based (and other non-EU) industry. Companies that think and plan beyond their regulatory obligations and develop business strategies to meet these challenges may gain a competitive advantage. MLA has developed several REACH Legal Services modules designed to help U.S. companies not only to meet their REACH regulatory compliance obligations but also to address their REACH-driven business planning needs. Specifically, we offer a Training module, a Planning module, and a Strategic Action Plan module, as follows:

- **Training Module** – This 2-3 hour session, which is designed to provide an understanding of how REACH will function and how generally it will impact business, should be attended by environmental regulatory specialists, by management (at both corporate and division levels, if applicable), by purchasing, product, sales, and R&D managers and by counsel. A Power Point presentation provides a tutorial on REACH basics, including key timelines and deadlines, as well as a further level of depth and detail on critical REACH provisions, such as Pre-Registration, Registration and Authorization. Special emphasis is placed on issues impacting U.S.-based manufacturers/exporters of substances, preparations, polymers and articles.
- **Planning Module** – In sessions conducted at a corporate-wide level, or broken down into business units, and through the use of questionnaires, we help in the preparation and analysis of a substance/product inventory. We then guide the company/business unit through an exercise in mapping both supply chain and customer relationships for all, or selected, substances/products. The goal of this exercise is to determine how REACH might impact specific company businesses, e.g., products and/or supplier/customer relationships, and to identify a series of regulatory, business and/or strategic options for mitigating such impacts - or for creating new business opportunities.
- **Strategic Action Plan Module** – The impacts and options identified through the training and planning sessions are then used to prepare a company-specific REACH action plan. These plans - which can address short term actions, longer term and broader strategies, organizational structure considerations, key product, supplier and customer strategies, R&D priorities and other REACH strategic considerations - would be flexible, to be expanded or modified as REACH evolves and companies gain experience and insights.

These training and planning sessions will typically require one full day to complete, but depending on the size of the company, the number of products and the complexities of the supply chain and customer relationships, they may extend into a portion of a second day. By committing resources to these REACH training and planning sessions, companies will be in a much stronger position to develop and implement an informed, coordinated REACH strategy that will, at a minimum, mitigate the burdens of REACH and, possibly, create a competitive advantage.

MLA has successfully applied this REACH training and planning model to individual clients, and we would be pleased to discuss how we might provide these services to your company. If you would like to discuss this approach, please contact Bob Matthews at 202-496-7737 or at rmatthews@mckennalong.com.