



Media contact:

Matt Weeks, Innovadex, 913-307-9010 x163, mweeks@innovadex.com
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I personally favor companies that are on [Innovadex]...It's very user friendly, it's very convenient and it lets me order samples then and there. There is no comparison. I love it. I am on [Innovadex] multiple times almost every day.

Kim Wilson
Scientist – Product Development
Mary Kay

[Innovadex] is highly effective in comparison to other marketing channels.

Christina Bachmann-Roth
Regional Marketing Manager, Hygiene & Preservation
Life Science Ingredients - Microbial Control
Lonza Ltd
Basel, Switzerland

[Innovadex] has increased our ability to directly reach customers who can benefit from our products by supplying quality targeted leads for follow-up...You can measure more effectively the leads generated by [Innovadex] compared to print ad placement.

Thomas Brancato
Head of North America Sales and Marketing
Life Science Ingredients- Nutrition
Lonza Inc.

[Innovadex] nurtures our customer community very well so we can reach our target group in a very effective way...It is easy to use, and we like the fact that we receive a lot of information about what our current and potential customers are looking for...

[Innovadex] offered a convincing value proposition for our customers and us.

Anne Gosewehr
eBusiness/CRM Project Manager
Bayer Coatings

The campaign has opened dialogue for substantial business opportunities [and] relative to previous efforts, we are getting significant leads to contact and validate.

Prospects who request samples are a higher priority for us as well as those who view our content multiple times. With the [Innovadex] reports and the new Sales Sonar alerts, we can better prioritize and respond to those with serious inquiries. ...With [Innovadex], you can use analytics to find opportunities and determine who is really interested.

Andrew Masehoff
Global Sales Manager
Palmer International, Inc.

I was deeply impressed by the enormous potential behind the [Innovadex] Targeted Emailing; this media created a huge awareness for our products within a short time, resulting in a large amount of new contacts and sample requests.

Dr. Detlef Burgard
Senior Project Manager
Bühler PARTEC GmbH

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We know that, for a lot of our customers, [Innovadex] is the preferred and recommended tool from their company now and that formulators just go straight to [Innovadex] because it's a one-stop shopping experience for them.

We used to talk about how we were so impressed with [Innovadex] for their huge data base of contacts and their ability to reach so many different formulators but, not only do they have that, now they have data that can help you improve the deliverability of your message to your customer.

There are certain companies who have never requested a sample from the solicitations we've sent ourselves but definitely request samples if the solicitation comes from [Innovadex]. They include some of the larger companies that you really want to talk to.

Cara Eaton

Marketing Manager of Communications

Croda

Instead of having to monitor our specs and information ourselves on our own site, with the expense of having to update a web site continuously, we decided to use [Innovadex]...Now, we're able to refer our customers to the web site where they can click through to [Innovadex] and access all that information on their own, saving our sales team a tremendous amount of time and freeing them to focus on sales...It's also reduced our costs by not having to pay to update our web site continuously with accurate information.

Melanie Brechka

National Sales Manager-Ingredients

Hormel Food Sales

The back end of new product launches – making technical data sheets, MSD sheets, and samples available – is simpler for us today because of [Innovadex]. In the past, we had hard copies. We had electronic copies. Some would be with our sales people. Some would be with the tech service group. Some would be with our marketing communications people. Some would be at our sampling house. We no longer have to worry about that or whether we have a way to capture sample requests. With [Innovadex], we have one depository where we can input a new product's information, it's available to customers, and they can order samples. All we have to worry about is developing the right product to meet market needs and the promotion somewhat takes care of itself as it relates to information collection from [Innovadex]. It certainly has resulted in reduced complexity versus how we used to do it.

Greg Ross

Business Manager/Industrial Coatings

BASF

It really changed the way we find raw materials because we previously were limited to companies for which we already had information or contacts. With [Innovadex], we can look for a class of materials and find other suppliers that previously we wouldn't have even known about. It also enables us to make connections quickly and easily with technical or business side support from any supplier who participates.

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The biggest advantage is time savings. [Innovadex] gives you the ability to search across several suppliers for the same types of materials and order samples from a single source. Sometimes you have a few things you need from different companies and you can put them all on one sample request. With [Innovadex], there's one format with the same check boxes for ordering samples, it keeps records of sample requests so you know when or if you placed an order, and you can type notes about why you requested a sample. It saves you from having to register at numerous web sites and remembering separate logins for each supplier.

It also is just a huge time savings in that you don't have an expired business card any more when you use [Innovadex]. It will automatically forward your question to the proper contact at a specific company instead of having to chase someone down through old business cards and the people who answer their phone now.

I needed a raw material from a small German company that doesn't generally distribute to the United States so we had no contact with the company established here. I found them on [Innovadex] and I was able to request a sample without having to track down their European web site, find out if it was in English, and try to send an email to their technical organization. It was the same process I knew how to use from other sample requests and I was able to get something from a company with whom I had no connections at all previously. I had the sample in one week which kept the process moving along.

*Jenna Schenker
Chemist
PPG Industries*

Mainly our clients are interested in new products, how those products are formulated, and their ingredients. When they see new ingredients in particular or ingredients that they're perhaps not as familiar with as they would like to be, they are able to click through to [Innovadex] and see who actually supplies that ingredient and get samples.

*Alistair Vince
Director
Mintel*

We endorsed [Innovadex]'s program and promoted their program to our membership. After looking into [Innovadex] and seeing the support for this program from other industry associations that are more technical than ILMA, it made sense for our organization to suggest that our members consider it...Now, as a service to our membership, our web site links to [Innovadex].

*Celeste Powers
Executive Director
Independent Lubricant Manufacturers Assn.*

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