

## THE SEARCH ENGINE FOR PRODUCT INNOVATORS

FOR IMMEDIATE RELEASE

### **Innovadex Continues Partnership with the New York Society of Cosmetic Chemists to Bring iPad Technology and Smarter Customer Connections to Suppliers' Day 2012**

*Innovadex document distribution and lead capture application to be used at NYSCC Suppliers' Day Show – will eliminate waste, improve exhibitor and attendee communication process, and fuel sales.*

**OVERLAND PARK, KS – (March 6, 2012)** – Innovadex announced their continued partnership with the New York Society of Cosmetic Chemists (NYSCC) to facilitate the electronic exchange of documents and lead capture at Suppliers' Day 2012, the trade show focused on new product innovation in personal care and cosmetics industry. NYSCC Supplier's Day will be held May 15-16, 2012 in Edison, NJ.

The Innovadex product search platform, Sales App, and iPad technology will transform the way NYSCC Suppliers' Day exhibitors do business with attendees. As the exclusive lead retrieval system for the 2012 show, the technology enables sellers to exchange contact information, review product documents, forward technical literature, and execute sample requests in real time.

"We're thrilled to bring the latest version of the Innovadex Sales App to leaders of personal care and cosmetic innovation at the NYSCC Suppliers' Day. With our newly enhanced Sales App, exhibitors can provide a higher level of service to attendees at the show, further engage with them after the show, and cut out a lot of paper waste," said Bruce Ianni, Founder and CEO of Innovadex.

Data collected during the show can be stored for analysis, and/or be funneled to exhibitors' enterprise or cloud-based CRM systems like Salesforce.com. NYSCC Suppliers' Day attendees will immediately receive requested information on their computer or mobile device, making key documents easy to store, reference and integrate into their daily workflow. The system shortens the sales cycle and embeds the show into the industry's sales and product development processes.

[www.innovadex.com](http://www.innovadex.com)

#### **CORPORATE HQ (AMERICAS)**

7930 Santa Fe  
Overland Park, KS 66204, USA  
Phone: +1-913-307-9010

#### **EUROPE (EMEA)**

Rheinfährstr. 135  
D-41468 Neuss, Germany  
Phone: +49 2131-20 179-0

#### **ASIA PACIFIC**

26/F, Hong Kong Plaza, 283 Huai Hai Middle Road  
Shanghai 200021, China  
Phone: +86-21-61035799



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“We are very happy to partner again with Innovadex for Suppliers’ Day,” says Debbie McCarthy, Executive Director of NYSCC Suppliers’ Day. “The goal of every exhibitor is to extend their conversation with attendees beyond the two days of the show, and the Innovadex Sales App will help them do just that.”

After the show, exhibitors can further engage with attendees using the Sales App. Product features, like real time alerts when a document is viewed, will help exhibitors stay in tune with potential customer needs and provide opportunities for communication even after the booths are packed.

For more information on NYSCC Suppliers’ Day, contact Debbie McCarthy at [dmccarthy@koboproductsinc.com](mailto:dmccarthy@koboproductsinc.com). For more information on the Innovadex Sales App, email [sales@innovadex.com](mailto:sales@innovadex.com).

Contact: Lori Gery  
Innovadex  
p. (773) 307-7672  
e. [lgery@innovadex.com](mailto:lgery@innovadex.com)

Contact: Debbie McCarthy  
New York Society of Cosmetic Chemists  
p. 908-512-8830  
e. [dmccarthy@koboproductsinc.com](mailto:dmccarthy@koboproductsinc.com)

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### About New York Society of Cosmetic Chemists

The Society of Cosmetic Chemists is dedicated to the advancement of cosmetic science. The SCC strives to increase and disseminate scientific information through meetings and publications. By promoting research in cosmetic science and industry, and by setting high ethical, professional and educational standards, we reach our goal of improving the qualifications of cosmetic scientists. Our mission is to further the interests and recognition of cosmetic scientists while maintaining the confidence of the public in the cosmetic and toiletries industry.

### About Innovadex LLC

The Innovadex Sales App is the latest extension of Innovadex’s two-way search, digital media and information platform, which makes suppliers’ technical information available directly to thousands of chemists and scientists around the world. This facilitates real-time sales and service interactions between technical buyers and sellers. Innovadex’s digital marketing and sales tools like the Sales App enable supplier/customer interaction data to be immediately processed, stored, analyzed and distributed based on rules set by the supplier. Innovadex now serves [Adhesives & Sealants](#), [Food & Beverage](#), [Graphic Arts & Inks](#), [Household, Institutional and Industrial Cleaners](#), [Lubricant & Metalworking Fluids](#), [Paint & Coatings](#), [Personal Care & Cosmetics](#) and [Plastics & Elastomers](#) industries. Membership to [Innovadex.com](http://Innovadex.com) is free to all qualified industry professionals.

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