

MARKETING SOLUTIONS FIRM OF THE YEAR

Winner:



Firm Profile

J. Knipper and Company, Inc. is the leading Direct Marketing, Distribution, and Samples Management service provider in the US, focused squarely on the specialized requirements of the pharmaceutical and biotech industry. For nearly 30 years, Knipper has been creating customer success stories through robust multi-channel marketing and sampling initiatives leveraging innovative technology solutions, best-of-breed warehousing and logistics, and unsurpassed PDMA compliant fulfillment practices. Knipper's continued investment in client driven technology solutions has led to a growing line of innovative mobile tools. These tools allow Pharma to leverage their investments in online and mobile device implementations and increase ROI across sales operations and marketing initiatives.

There are number of key factors that effect the business strategies of Knipper's customers which in turn have an effect on their own strategies. In the business of pharma, and even healthcare at large, one very prominent factor is the regulatory environment which has seen a steady increase in legislation and governance around activities that effect Knipper's vertical. Though Knipper's long term strategy remains driving organic growth through excellence in service, in order to continue the rate of growth that Knipper has enjoyed over the last decade, they have strategically expanded several key services in keeping with the aforementioned factors. These service expansions include healthcare provider data management, field sales sample audit and inventory services, and contact center solutions.

Knipper maintains an extraordinarily vast compliment of pharmaceutical sample related lines of business that include multi-channel direct marketing, fulfillment & distribution, regulatory compliance, healthcare provider data. Most recently, Knipper has announced the opening of a new multi-million dollar, 175 seat, dedicated Contact Center in Lawrenceville, NJ. These expanded communication capabilities strengthen Knipper's clinical outreach and direct marketing portfolio and further cements their Vertical Authority in Pharmaceutical Sampling.

Knipper maintains a number of state-of-the-art FDA and DEA registered facilities, managed in strict compliance with cGMP and FDA standards, that employ RFID enabled warehousing, carousel-based automated storage and retrieval, and "Pick to Light" technology for high accuracy and high pick rate efficiency, all of which provides the highest quality and savings to their clients.

Internally, Knipper strives to promote a true family atmosphere based on principles adopted by its co-founder Jim Knipper called C.H.A.R.T. (Caring, Honesty, Accountability, Respect, & Trust). Having started as a family owned business and having that same family privately own the company today, it is a very reasonable aspiration and company leadership is expected to foster that philosophy and practice those principles throughout everything they do.

"Since the founding of J. Knipper and Company, our focus has remained on the value we create through relationships. That hallmark of a Knipper solution has remained constant throughout our 28+ year history. Our mission is to work with our clients to create solutions that are strategically designed, faithfully executed, and driven by market insight and data to ensure maximum return on our clients' investment, and ultimately to improve people's lives."

USA



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