



**JIM KNIPPER**  
Owner & CEO

www.knipper.com  
+1 732 905 7878  
info@knipper.com

Over the past 30 years J. Knipper and Company has grown and developed into the nation's most complete samples management services provider. Today we provide brands with everything from early stage pre-launch consultation to assistance with market retention strategies as their brand eventually reaches the late stages of its life-cycle. Knipper provides the industry a single source for direct marketing, order processing, fulfillment, compliance, data management and reporting. Some might call that unachievable. Others might call it Zen. At Knipper, we call it "The Art of Simplicity". And it's what we provide to so many Pharmaceutical, Biotech, and Medical Device professionals.

Our customers, comprised of over 100 life science companies, enjoy access to the combined knowledge of the industry's largest and most experienced samples management workforce. Our ability to provide key insight into best practice and operational efficiencies is unparalleled in the sampling vertical. This "vertical authority" is one of the key drivers of innovation at J. Knipper and Company.

Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources. In business, innovation is often the result of a company applying new methods in order to further satisfy the needs and expectations of their customers. Innovation can be everything from a new idea to a more effective

process. It can also be the application of a better solution to existing market needs.

At Knipper we are strategically focused on samples management. And as such, all of our investments in infrastructure, including facilities and systems as well as research and development activities, result in innovations in sample management services. This is evidenced by many of our pioneering products and first in class services. Our innovations can be transformative, providing unique and extraordinary value to those with early access to them. But only for a period of time as successful innovations are often copied and eventually become the norm. With a laser focus on samples management Knipper provides its customers the very best opportunities to leverage true innovation in one of the most significant areas of their product sales and marketing.

It is widely held that Sampling accounts for greater than 50% of the pharmaceutical industries total marketing spend. This makes choosing the right sample services provider a critical decision and a key success factor for every brand. With nearly three decades of experience, and providing the most comprehensive "single source" of samples management services in the U.S. today, Knipper is proud of the partnerships that we forge with our customers and the successes that our innovations bring them.