

# J. KNIPPER AND COMPANY, INC.

INNOVATION & EXCELLENCE IN HEALTHCARE MARKETING SOLUTIONS  
USA

*Knipper*<sup>®</sup>

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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.

Knipper's state-of-the-art FDA and DEA registered facilities, managed in strict compliance with cGMP and FDA standards, employs 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.

Knipper maintains an extraordinarily vast compliment of services that include multi-channel direct marketing, direct sample fulfillment, field salesforce distribution, PDMA sample accountability, and field audit & closeout services. Knipper's 2014 launch of AssureHCP™, the

company's latest HCP validation and eligibility solution, leverages their position as an AMA DBL and combines that with data from both state and federal sources providing its customers access to nearly 13 million healthcare provider records. 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.

Since the founding of J. Knipper and Company more than 28 years ago, the focus has remained on the value that is created through relationships. The hallmarks of a Knipper solution have remained constant throughout the company's history. It begins with a personal consultative approach, truly partnering with clients, and creating solutions that are strategically designed, faithfully executed, and driven by market insight and data to ensure maximum return on the clients' investment, and ultimately to improve people's lives.

"At J. Knipper and Company, while the dialog continues to shift toward ROI and quantitative demonstrations of value, we will not lose sight of the personal interactions that lie at the heart of our - and our clients' - core business." Jim Knipper – Co-Founder and CEO of J. Knipper and Company, Inc.