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NEW TECHNOLOGY PRODUCT IS DRIVING PATIENTS AND HCPs ONLINE

WEST DEPTFORD, N.J., March 19, 2013 – Pharmaceutical companies looking for an innovative way to drive HCPs and patients online can now utilize a webkey technology available from IPAK, a manufacturer of highly differentiated print and technology-based marketing solutions. The webkey, called [Connect-to-Web™](#), can deliver response rates of up to **25 percent**.

“Connect-to-Web™ is a result of the marriage between paper and technology,” said Karen Primak, president of IPAK. “Our product is wafer-thin and can be virtually any shape or size to reflect a brand’s identity. It can be built into a brochure, direct mail piece, or bound and inserted into magazines. Unlike plastic alternatives, Connect-to-Web™ has a minimal environmental footprint.”

Each webkey is assigned its own identification number so marketers can track and measure individual engagement and behavior. Once plugged in, Connect-to-Web™ can capture

- Number of plug-ins,
- Date and time of access,
- Geographic area, and
- Service provider used.

The product is being utilized in many multi-channel marketing initiatives and is compatible with Macs, PCs, and USB 3.0. It has had significant adoption in a variety of industries around the world. The technology has moved into healthcare as companies seek new ways to create brand awareness, reach physicians, educate patients about their condition and treatment choices, and prompt CRM opt-in. The patented* product, Connect-to-Web™, is available exclusively in the US pharmaceutical industry from IPAK. To learn more about Connect-to-Web™, visit iconnecttoweb.com.

About IPAK

IPAK is a fast-growing company that structurally designs and manufacturers highly differentiated and affordable marketing solutions for the healthcare, education, and entertainment markets. IPAK executes their print and technology-based marketing solutions in a state-of-the-art 125,000 square foot facility in West Deptford, N.J. The company is a federally certified Women Owned Small Business company (WOSB) and a member of the Women’s Business Enterprise National Council (WBENC). They have a long history of partnering with agencies, brand teams, and procurement at any stage of project development to ensure deliverables are produced on strategy, on time, and on budget. To learn more, visit IPAK.com or call **800-355-1354**.

*Connect-to-Web Patented - PPA US2011/0272308A1.