

# Symyx<sup>®</sup> showcases equipment in the Cybrary<sup>™</sup>

Innovadex is the ideal search engine for Research & Development professionals and product innovators to locate specific content on raw materials, ingredients, and the suppliers the produce them. Symyx recognized that these same industry professionals often recommend and specify the equipment, from lab to production, required to produce their new product innovations.



**Customer:** Symyx<sup>®</sup>  
**Region:** North America  
**Industries:** Paint & Coatings  
Personal Care & Cosmetics  
Food & Beverage  
**Media:** Cybrary Spotlight (one month)  
eNewsletter Spotlight (two weeks)

Get 10-100X Faster and Better Formulation Results

**Design**

- Formulation Design and Notebook Entry
- Automatic Batch Records and Diagrams
- Rapid Data Aggregation

**Formulate**

- Powders
- Liquids
- Viscous Materials
- Film Preparation

**Characterize**

- Tack/Friction/Wear
- Color/Gloss
- Surface Energy/Adhesion Strength/Contact Angle
- Particle Size/Turbidity/UV-VIS Spectroscopy

Formulations Electronic Laboratory Notebook

Formulations Benchtop System

Please email [info@symyx.com](mailto:info@symyx.com) or visit <http://www.symyx.com> for more information.

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## The Results

**52% of all clicks** in the New Tech Tuesday eNewsletter editions resulted directly from the Symyx spotlight ad

**600 Unique sales opportunities** generated from the full media program

**500 unique manufacturing companies** represented in the sales opportunities

## Why Innovadex?

Innovadex is the most effective way to reach your current and future customers. We pre-qualify all registered members to assure completeness and accuracy and provide actionable high quality sales opportunities at the earliest possible moment in the decision-making process.

And now, with the new Innovadex **Sales Sonar**<sup>®</sup> reporting platforms, our ability to communicate sales opportunities in real-time is more compelling than ever. Learn more at: [www.innovadex.com/media](http://www.innovadex.com/media)