

FOR IMMEDIATE RELEASE

## Specialized Search Leader, Innovadex, Introduces Mobile Search App to Facilitate Innovation Anytime, Anywhere.

*Powerful Search Engine Speeds Innovation; Connects Product Innovators Worldwide with Raw Material and Ingredient Suppliers via New Search App*

**Overland Park, KS – April 20, 2011** – [Innovadex](#), a leading business-to-business (B2B) search engine for product developers worldwide, has introduced a New Mobile Search App that makes searching for [TDS](#), [MSDS](#), [formulations and requesting samples](#), even easier for R&D formulators worldwide. It's now available in the [Apple iTunes App Store](#) and is compatible with both smart phones and tablets.

"Formulators have told us that they want the flexibility to search, whenever they are inspired, wherever they are," says Bruce Ianni, Founder and CEO of Innovadex. "Ideas can strike anytime, anywhere, and we want our members to have access to information whether they're in the lab, in a meeting, commuting to work, or at a trade show. The mobile app gives R&D professionals that flexibility, and gives suppliers visibility whenever their customers are searching."

[Innovadex](#) is the most powerful specialized search engine in the chemical and life science industries, including coatings, adhesives & inks, personal care & cleaners, food & beverage, plastics & elastomers and lubricant & metalworking fluids. With [Innovadex.com](#) and the new Innovadex Mobile Search App, it takes just seconds to connect qualified formulators with [raw material and ingredient suppliers, samples, and the world's largest online collection of technical documents](#). Innovadex provides suppliers such as Dow, Hormel Foods, Bayer and BASF with unprecedented market reach, targeted advertising and advanced analytics.

Over 100,000 product formulation experts, representing more than 25,000 companies worldwide, are registered members of [Innovadex](#). With over 1,000 global suppliers and 800,000 documents available in Innovadex, registered members can research across multiple suppliers, accessing their technical documents and requesting samples all from one location.

For more information, visit [www.innovadex.com](http://www.innovadex.com).

For advertising and sponsorship opportunities, please contact [sales@innovadex.com](mailto:sales@innovadex.com) or visit <http://www.innovadex.com/Media>

### **About Innovadex LLC**

Innovadex LLC is the global market leader in providing specialized search engine and information exchange services to the chemical and life sciences industries. Innovadex utilize a powerful proprietary search engine that enables product developers to locate ingredients and materials based on end-use application, physical property criteria and starting point formulation performance criteria. As a result, Innovadex speeds product development while simultaneously enhancing industry suppliers' sales efforts by providing unprecedented market reach, advertising and product interest tracking.

Innovadex now offers focused services to the [Adhesives & Sealants](#), [Food & Beverage](#), [Graphic Arts & Inks](#), [Household, Institutional and Industrial Cleaners](#), [Lubricant & Metalworking Fluids](#), [Paint & Coatings](#), [Personal Care & Cosmetics](#) and [Plastics & Elastomers](#) industries. Membership to Innovadex is free to all qualified industry professionals.

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