

FOR IMMEDIATE RELEASE

## Innovadex Named by Leading B2B Analyst as an Innovation Leader in B2B

*Innovadex Named to Outsell's "10 to Watch in Trade Publishing" list for second consecutive year.*

**Overland Park, KS – November 10, 2011** – [Innovadex](#) announces today that once again it has been named a top “10 to Watch in B2B Trade Publishing” in Outsell’s annual *B2B Trade Publishing and Company Information 2011 Market Forecast & Trends Report*. Outsell is a premier, independent research and advisory firm focused on the publishing and information industries. Its annual report highlights companies that are doing “particularly innovative things or things that are on-trend with market dynamics”. Firms selected to the list are “shaking up their respective marketplaces and they challenge all publishers and information providers to re-evaluate their activities and learn from this group”.

Author Chuck Richard writes, “[Innovadex](#) already made its mark as a fast growing global specialized search service for the chemical, food and beverage, and life science industries that allows tightly screened and vetted formulators to quickly locate technical information and order samples on raw materials, and identify equipment and services. It continues to reveal a deeply innovative approach by launching a mobile search app and an iPad-based paperless trade show service adopted by several large exhibitions that creates much tighter connections between visitors and exhibitors, workflow efficiencies, and the green bonus of reducing print costs.”

“Outsell is a highly respected industry expert and we are honored by their recognition of us as a B2B Trade Publishing Innovator,” says Bruce Ianni, Innovadex founder and CEO. “We continue to believe that integrated sales and marketing platforms that are workflow integrated and yield powerful analytics are the future of B2B media. We’re proud of our continued leadership in this space.”

Earlier this year, Outsell also named Innovadex as one of 30 B2B companies “looking for revenue in all the right places”. Innovadex was singled out alongside leading companies including Accelrys, Alibaba.com, Apple, BBC, Bloomberg, Facebook, Flat World Knowledge, Google, Journalism Online, Spiceworks, and txteagle.

For more information or to gain access to the full report, please go to the Outsell, Inc. site at <http://www.outsellinc.com/products/index/1029-b2b-trade-publishing-company-information-2011-market-forecast-and-trends-report>

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### **About Innovadex LLC**

Innovadex is a two-way search, digital media and information platform, which makes suppliers' technical information available directly to thousands of chemists and scientists around the world. This facilitates real-time sales and service interactions between technical buyers and sellers. Innovadex's digital marketing and sales tools enable supplier/customer interaction data to be immediately processed, stored, analyzed and distributed based on rules set by the supplier. Innovadex now serves [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.com](http://Innovadex.com) is free to all qualified industry professionals