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NYCO Joins Innovadex, a Leading Search Engine for the Coatings Industry

Innovadex is an industry search engine for referencing the newest innovations pertaining to coatings and other industries. Each member has been qualified and assigned a password to obtain select documents. NYCO’s initial work with Innovadex targets the European Market based on growth potential as well as being the largest membership region for Innovadex.

Breakdown by European County of Innovadex Members (as of 10.2010)

Western Europe (10,892)		Eastern Europe (858)	
Germany	4020	Poland	221
United Kingdom	1611	Romania	79
France	1182	Czech Republic	76
Netherlands	768	Slovenia	71
Switzerland	638	Russia	58
Italy	629	Hungary	57
Spain	583	Serbia	45
Belgium	474		

This investment is part of NYCO’s overall marketing strategy to increase sales into coatings using different means of promotion. The leads generated from the site will be reviewed and then distributed to our agent/distributors for qualifying. Increased attention to the site will be driven by introducing new information pertaining to products and the market.

It is important that we identify commercial business generated through Innovadex to monitor its return on investment.

Please visit www.innovadex.com for additional information.

