

Corporate Ink Signs CIMTEK

Leader in Product Quality Solutions Taps Supply Chain Savvy PR Firm

NEWTON, Mass. (Jan. 21, 2008) — Corporate Ink (www.corporateink.com), Boston's leading boutique tech PR firm, today announced that its supply chain practice has a new client: CIMTEK (www.cimtek.com).

CIMTEK addresses the single biggest gating factor in manufacturers' success: product quality. Its quality lifecycle management solution combines advanced hardware, software and services to ensure that quality products are delivered to market quickly and cost-effectively. The team selected Corporate Ink based on the agency's deep domain expertise and outstanding reputation among best-of-breed players in the supply chain solutions market.

"CIMTEK is well positioned to give manufacturers and consumers what they want – high quality products that deliver as promised," said Chris Rehl, director of marketing for CIMTEK. "Corporate Ink's team brings the skills, knowledge and insight to turn the intersection of technology and need into widespread adoption and market dominance for CIMTEK."

The win highlights Corporate Ink's strength with established technology companies and innovative start-ups serving B2B markets. CIMTEK will benefit from Corporate Ink's experience creating market profiles that inextricably link technology with the effective resolution of critical business challenges for higher awareness and faster sales.

Corporate Ink's successful track record in the supply chain market is widely recognized by providers, the media and influential analysts. Its team has been promoting solutions that help manufacturers reduce risk, speed time-to-market and deliver superior customer service for more than 10 years. The company is known for its strategic guidance and expertise in technology, media relations and analyst relations.

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