

## **IPAK Expands Executive Team**

February 10, 2011, Pennsauken, NJ- IPAK, Inc., a leading provider of custom multichannel marketing solutions announces the appointment of Ed Barret as Executive Vice President.

In this position, Ed will oversee the development of results-driven strategic marketing solutions for the company's clients and prospects.

"Ed has more than 25 years of marketing expertise, with a number of years in one of our key verticals, healthcare. His insight will strengthen our position as a leader in the industry," says Karen Primak, President of IPAK.

"As a former client, I have direct knowledge of how IPAK adds value. I am thrilled to be part of a company that has an innate ability to exceed client's expectations," says Ed Barret.

Prior to joining IPAK, Ed was a Managing Director at Group DCA, an award winning digital healthcare communications agency.

### **About IPAK**

IPAK, Inc. is a domestic certified woman-owned business that provides custom innovative multichannel marketing solutions and on-site manufacturing for the healthcare, education and promotion industries. As marketers that manufacture, IPAK couples their ability to think strategically with their thorough understanding and control of structural package design and the print manufacturing process to become a valuable extension of brand, production and ad agency teams. Over 100 employees work at their 70,000 square foot facility in Pennsauken, NJ. IPAK's client base is national and includes Pfizer Inc., Endo Pharmaceuticals, Bristol Myers Squibb and The McGraw-Hill Companies. To learn more, go to [ipak.com](http://ipak.com).