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**FOR IMMEDIATE RELEASE**

May 16, 2007

**BAXA CORPORATION WINS BMA COLORADO  
2007 GOLD KEY AWARD**

*Baxa Corporation marketing campaign awarded a 2007 Business Marketing Association Gold Key in the Direct Mail category.*

ENGLEWOOD, Colo. – Baxa Corporation, a Denver-based manufacturer of medical devices for healthcare systems, has won a 2007 Business Marketing Association Gold Key Award. One of Colorado’s most highly acclaimed marketing competitions, the BMA Gold Key Awards were presented during “A Night of Champions” ceremony held on May 11<sup>th</sup> at the Invesco Field at Mile High. The 2007 BMA Gold Key Awards featured 47 award categories and competitions. The Baxa campaign was selected in the business-to-business direct marketing campaigns category.

The winning entry – the Baxa Rapid-Fill™ campaign – promotes the safety and speed of the Rapid-Fill Automated Syringe Filler. Three messages: *Safety is Automatic, Technology that Fits and Designed for Speed* emphasized the key attributes that differentiate the Baxa product from competitive products and processes. The complete campaign included three elements: magazine advertising, direct marketing and interactive media through a unique microsite. The goal of the campaign was to focus customers on the most immediate benefits of the automated filler through its emphasis on the words *Safe, Compact, and Fast*. The ongoing campaign continues to generate leads and has resulted in at least one unforecast equipment sale.

This year’s Gold Key winners were selected by a team of six judges, in pairs representing different areas of marketing expertise: academia, agency and corporate. Entries were reviewed and scored in four different categories – Creativity, Selling Proposition (strategy, target audience, objectives), Production, and most importantly, Results.

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“The goal of the campaign was to focus on the most important message for our customers,” notes Eric Brettillo, Director of Creative Services for Baxa Corporation. “Previous campaigns for this product did not clearly communicate the value of the product. This approach definitely resonated with our customers and prospects.” The campaign was launched to re-educate Baxa Corporation’s core market in the differentiation provided by the Rapid-Fill Automated Syringe Filler.

### **About Baxa Corporation**

Baxa, a customer-focused medical device company, provides innovative, solution-based technologies for fluid handling and delivery. Its systems and devices promote the safe and efficient preparation, handling, packaging, and administration of fluid medications. Key products include Rapid-Fill™ Automated Syringe Fillers, Exacta-Med® Oral Dispensers, MicroFuse® Syringe Infusers, Repeater™ Pharmacy Pumps, and Exacta-Mix™ and MicroMacro™ Multi-Source Automated Compounders; used worldwide in hospitals and healthcare facilities. Privately held, Baxa Corporation has subsidiaries and sales offices in Canada and the United Kingdom; direct representation in Austria, Belgium, Denmark, Finland, France, Germany, Luxembourg and The Netherlands; and distribution partners worldwide. Further information is available at [www.baxa.com](http://www.baxa.com).

### **About Colorado BMA**

The Colorado Business Marketing Association is a professional development organization providing business-to-business education, networking and resources. There are currently more than 325 members in the Colorado chapter. To learn more about the BMA Colorado visit [www.bmacolorado.org](http://www.bmacolorado.org).

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