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BBK WORLDWIDE ESTABLISHES IN-HOUSE DISTRIBUTION CENTER

Clinical Trial Sponsors to Benefit from Expedited Time-to-Market for Critical Patient Recruitment Materials

Newton, Mass. — In a joint effort with Ricoh Americas Corporation*, BBK Worldwide, Inc., announces the expansion of its production facility to include full-service, in-house distribution services, called Distribution Central. "The motivation to provide these services through our sister creative company, Agency 320, is clear: reduce the time-to-market for critical materials that support the recruitment and retention of patients around the world," said Joan F. Bachenheimer, founding principal and CEO, BBK Worldwide.

"Communication materials languish on many desks during the long road to production and distribution to clinical research sites," continues Bachenheimer. BBK is committed to making the same robust tools currently available to study sites in the United States, available to study sites throughout the world. Distribution Central complements BBK's cultural adaptation, translation and variable in-house printing capabilities.

In addition to Distribution Central, BBK will be introducing the first-ever online document management system designed specifically to track recruitment and retention materials for clinical trials. Starting in October, BBK will be taking on full responsibility for regulatory submissions globally, and managing direct distribution to study sites on an expedited basis.

Clinical trial sponsors in need of assistance with any aspect of material development – from creative concepts, to development and production, to delivery at an investigator's doorstep – can contact BBK at (617) 630-4477 or info@bbkworldwide.com.

**Ricoh Americas Corporation is the US arm of Ricoh Company, Ltd., Japan – a global leader in the technology imaging industry. Since 1962, Ricoh Americas has been marketing and selling office equipment and solutions designed to streamline and enhance workflow processes.*

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