

# FFF Enterprises Takes Top Honors in 2013 MarCom Awards Competition

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Temecula, Calif.

FFF Enterprises, Inc., the nation's largest and most trusted distributor of plasma products, vaccines and critical-care biopharmaceuticals and publisher of two magazines, is pleased to announce that it has received a platinum award, two gold awards and two honorable mentions in the 2013 MarCom International Awards Competition.

*BioSupply Trends Quarterly (BSTQ)*, a leading source of marketplace news and trends within the biopharmaceutical industry, won a platinum award for its July 2013 magazine cover design. The magazine also took home two gold awards, one for its special edition, *The State of the Biologics Marketplace*, and one for its feature article "Influenza: A Historical Look at the Future." BSTQ also garnered honorable mentions for the article titled "The Growing Threat of Counterfeit Drugs" and for its January 2012 magazine cover design. *IG Living*, the only magazine dedicated to patients who use immune globulin products and their healthcare providers, received two honorable mentions this year, one for the interior design of its June-July 2013 issue, and one for writing/content in its December-January issue. FFF is no stranger to marketing and publishing awards; this is the third consecutive year both of its magazines have taken top awards in the MarCom Awards competition.

"We continue to be honored by the recognition of our publishing and marketing efforts," says Patrick M. Schmidt, chief executive officer, FFF Enterprises, Inc. "All of our communications and print materials are designed to support our mission of *Helping Healthcare Care*. It is rewarding to have our work recognized for both its content and design, especially by such a

prestigious competition as the MarCom Awards." MarCom is an international organization consisting of several thousand creative professionals. The association oversees awards and recognition programs, provides judges and sets standards for excellence. The annual MarCom Awards recognize outstanding creative achievement by marketing and communication professionals. FFF was distinguished among nearly 5,000 entries from throughout the United States, Canada and several other countries. Winners were selected from more than 200 categories in seven forms of media and communication efforts: marketing, publications, marketing/promotion, public service/pro bono, creativity and electronic/interactive. About 15 percent of the entries won the platinum award, the organization's top honor.



## About FFF Enterprises, Inc.

Temecula-based FFF Enterprises is the largest and most trusted distributor of plasma products, vaccines and other biopharmaceuticals in the U.S. Founded in 1988, FFF is now in its 25th year with more than a billion dollars in annual sales and a flawless safety track record. FFF has taken a leadership position in regard to supply chain safety and innovation, setting new standards and pioneering industry firsts. FFF's commitment to Guaranteed Channel Integrity™ ensures that products are purchased only from the manufacturer ➤



and shipped only to healthcare providers, with additional steps taken to safely store, handle and ship products to ensure patient safety is never compromised. FFF's proprietary systems, Verified Electronic Pedigree™ and Lot-Track™, provide verification of this secure channel, and FFF's MyFluVaccine (www.MyFluVaccine.com) and VaxAmerica (www.VaxAmerica.com) are revolutionary vaccination programs that have added a new level of safety, convenience and reliability to both healthcare providers and consumers.

### **About BSTQ**

*BioSupply Trends Quarterly* (BSTQ) is a quarterly magazine published by FFF Enterprises, Inc. BSTQ has a national distribution to more than 40,000, including general practice physicians, hospital and clinic chiefs of staff and buyers, pharmacy managers and buyers, specialist physicians and other healthcare professionals. The publication's mission is to serve as the industry's leading resource for timely, newsworthy and critical information impacting the biopharmaceutical marketplace, while providing readers with useful tips, trends, perspectives and leading indicators on topics pertinent to their business.

### **About IG Living**

*IG Living* is the only magazine dedicated to patients who use immune globulin products and to their care providers. *IG Living* launched its first bimonthly issue in February-March 2006; today the *IG Living* print magazine is distributed to nearly 30,000 readers — direct to patients and their physicians' offices. Regular features include immune globulin lifestyle and treatment options, autoimmune disease updates, patient profiles, young adult and teen perspectives, parenting and question-and-answer columns, clinical research news, product and manufacturer news, reimbursement issues, and much more. *IG Living* also reaches thousands of readers through its eNewsletter, website and Facebook pages, including more than 32,000 unique online visitors and more than 100,000 page views annually. The *IG Living* Facebook page, Teen Group and blog provide connection and support

to more than 2,000 fans and an average weekly total reach of more than 10,000 social media users. *IG Living* is published by FFF Enterprises, Inc.

