

BUSINESS BRIEFS

Shredding company earns top certification

SafeGuard Destruction Services of Ft. Myers has earned the prestigious AAA certification from the National Association for Information Destruction, which sets industry standards for information disposal companies.



“In the era of identity theft, ‘good enough’ doesn’t cut it when protecting client and patient privacy,” says Shirley Roth, SafeGuard president. “NAID certification is the best assurance that a firm’s document destruction services can be trusted.”

SafeGuard earned the certification by submitting to annual and unannounced audits by an independent Certified Protection Professional. The audits ensure SafeGuard consistently meets the industry’s most stringent security and integrity standards.

Thousands of Southwest Florida companies are required to destroy sensitive data – such as health records and employee information – to comply with privacy regulations such as HIPPA, FACTA and Gramm-Leach-Bliley. Medical centers, financial institutions, insurance providers, and lawyers are among those required to comply.

SafeGuard now exceeds the highest standards for document destruction. Only 21 shredding companies in the state of Florida have earned the coveted AAA certification.

“Compliance with privacy regulations is a major liability for Florida businesses,”

explains Roth. “SafeGuard helps these companies avoid civil and criminal penalties by making document destruction more reliable, more trustworthy, and more convenient.”

SafeGuard is the only Florida company certified for hard drive destruction, and specializes in off-site shredding, which is up to 50 percent more cost-effective and more environmentally sound than on-site shredding.

The firm offers optional “virtual on-site shredding,” a service that allows customers to monitor the off-site shredding of their documents via a secure internet link.

Quenzel wins advertising award

Quenzel & Associates’ advertising campaign, for the Sanibel-Captiva Chamber of Commerce, earned recognition from the Tribune Company, last week, for its outstanding performance.

The Agency’s advertising campaign – 0-Traffic Lights - was the Best Performing creative campaign across all of the Tribune’s

Markets; which includes such media properties as New York Newsday, Los Angeles Times, Chicago Tribune, Orlando Sentinel and Fort Lauderdale Sun-Sentinel.

The Agency’s advertising campaign performed highest, receiving a 19 percent open rate and a 6 percent click-thru-rate of all campaign’s running in Tribune markets.

Apply now for small business awards

Owners of small businesses that have overcome adversity to achieve success are invited to apply for the 2007 Southwest Florida Blue Chip Community Business Award. Oswald Trippe and Company Inc. is coordinating and sponsoring the program to recognize successful small businesses and share their stories as models for other entrepreneurs.

Award winners use stamina, creativity and hard work to meet challenges head on, overcome adversity and vault financial hurdles.

The competition is open to companies that meet the following criteria:

- ❖ For-profit business;
- ❖ Operating for at least three years with principal office located in Lee or Collier counties;
- ❖ Five to 400 employees; and
- ❖ Has overcome adversity to achieve success.

The deadline for submissions is Monday, Sept. 17. Business owners may nominate themselves or be nominated by someone else, and help is available to draft applications. For information and applications, contact Stacey Trippe at 985-7614 or strippe@otcl.com. ■

Medical manufacturer opens new plant

A new medical implant contract manufacturer opened its headquarters in Fort Myers, announced company president, Paul McCullers.



Innovative Medical operates in a manufacturing plant located off Treeline Boulevard, at 10061 Amberwood Road, with a staff of highly skilled manufacturing engineers. Innovative utilizes cutting edge manufacturing technologies to meet the production requirements for companies that are supplying the world with implants — spine, trauma, orthopedic, sports medicine — as well as instrumentation.

“Quality, efficiency and precision are our top priorities,” said McCullers. “Combined, these characteristics have helped us to break ground in the medical industry and will assure our continued success for many years to come.”

The company operates with exacting quality assurance methods and is fully certified and in compliance with the FDA, said McCullers.

“We committed to the design of our facility and the purchase of all the machines, before we solicited any business,” said McCullers. “We understood that to be competitive we had to start operating with only the finest in equipment and expertise. We earn our customers business and respect one day at a time.”

For more information about Innovative Medical, call 225-7750, or visit www.innovativemd.com.

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