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Alchemy Consulting & Design Wins Award in BMA-NJ's 14th Annual Impact Competition

October 14, 2009 – Warren, NJ, USA – Alchemy Consulting & Design was honored at the 14th Annual Impact Awards, sponsored by the New Jersey chapter of the Business Marketing Association. Alchemy was recognized for its exceptional business-to-business marketing and advertising work.

Alchemy won a Judges Award in Division 12 (Capabilities Brochure, eight pages or more) for their design of the BASF Talent Management Handbook, a 54-page, spiral-bound booklet developed in collaboration with BASF's Human Resources group for their business managers.

BMA New Jersey hosts the competition for the area's best B-to-B marketers every year. Entries in more than 30 divisions are judged by professionals and academics in the field of business-to-business marketing. This year's gala awards ceremony was held September 15, 2009, at Mayfair Farms in West Orange, NJ.

"It's a tribute to the tremendous talent and energy throughout b-to-b marketing that past winners have ranged from big, well-known companies and agencies down to one-person shops. Anyone who does great work has a chance to win an Impact," said Debra DeVico, Impact Committee co-chair. "Entrants and winners included companies and agencies from New York and Connecticut, as well as New Jersey.

"One agency even traveled from Milwaukee, Wis., to attend the gala."

For a list of categories and all of the 2009 Impact Award winners, please visit www.bma-nj.org and click on the Impact link.

About Alchemy Consulting & Design:

Alchemy Consulting & Design is an award-winning creative marketing and design firm specializing in corporate communications and branding. They work with clients to understand their objectives, assess their needs and plan out their creative marketing goals. Their client base ranges from large international companies to individual consultants, covering various industries and specialties including pharmaceutical, medical/healthcare, industrial, technology, manufacturing, textiles/apparel, finance and education.

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