

## Fullfillware – History and Milestones

Fulfillware began as a small direct mail company in the basement of founder Henry Lewin's home in Sandy Springs, Georgia. Having purchased a small addressing machine, Lewin, who owned two Mail Boxes Etc. stores, started Fulfillware on the side to handle business mailings of up to 5,000 pieces.

Today, Fulfillware has evolved from a small direct mail house into a fast-growing, successful direct mail marketing company. It provides integrated direct marketing solutions through a combination of creative, database management, print production, mailing, Internet/email marketing, and fulfillment services. Its high-caliber, cost-effective and targeted campaigns deliver results. Fulfillware has partnered with some 750 clients to date, and its revenues are expected to exceed \$2 million in 2006. The company's experienced professional management team has earned it a reputation among its clients for quick response to changes, flexibility and close attention to detail, ensuring that each job is executed on time and within budget.

Fulfillware's carefully planned growth and evolution have been characterized by several key milestones as described on the following pages.

- 1993** – Fulfillware is founded. With a single small addressing machine, the company operates from founder Henry Lewin's home in Sandy Springs, Georgia, handling business mailings of up to 5,000 pieces.
- 1994** – Fulfillware's early success leads to a move to a 1,500-square-foot location in Midtown Atlanta. The company offers direct mailing and fulfillment services, the latter involving the production, assembly and mailing of kits and other promotional items.
- 1997** – Recognizing the significance of the Internet, Lewin launches a web site – [www.fulfillware.com](http://www.fulfillware.com) – allowing the firm to grow its direct mail business beyond the Atlanta area. Though most clients are in Metro Atlanta, the company begins to serve clients nationwide and in Canada who locate the company through various search engines.
- 1998** – Consistent company growth leads Lewin to sell his Mailboxes Etc. stores and relocate again, this time to the company's current 12,500-square-foot central Atlanta office/warehouse/production facility.
- 2000** – Lewin invests in a massive equipment upgrade to increase plant throughput. As a result, Fulfillware can address 150,000 pieces in a single day, triple the previous number.
- 2002** – A true company turning point, Lewin alters his business model, adding creative print services. This allows Fulfillware to evolve from a direct mail company into a direct mail marketing firm offering a consultative approach to clients' direct marketing needs. Clients begin to utilize Fulfillware for a wider variety of services including the concepting, design and copywriting of direct mail pieces/campaigns as well as printing the pieces.

**2002** – To support the new business model, Lewin begins to bring in a new management team, essentially in place by 2004. Led by Lewin, the now six-member professional management team has more than 100 years of experience in the direct mail and printing industries. In a business characterized by rush requests, the team works together seamlessly to accommodate quick-turnaround requests. Each member is dedicated to producing error-free jobs that go out on time and on budget, and that support all clients in achieving their direct marketing goals.

**2004** – Another equipment upgrade allows Fulfillware to double the number of pieces it can address to 300,000 in a single day.

**2005** – Fulfillware completes the best year in its history. Revenues, which reach \$1.7 million, grow by 38 percent as the company handles close to 2,000 client mailings of as many as half a million pieces.

**2006** – Fulfillware expands its services again, offering clients fully customized digital color variable data printing (VDP) of up to 10,000 pieces. VDP allows for highly personalized and relevant direct mail pieces that can be printed and addressed in a single run. This new extension of Fulfillware's business is expected to help the company top \$2 million in revenues this year.

# # #

For further information, media inquiries should be directed to:

Ann Kohut  
Kohut Communications Consulting  
770-913-9747  
[annielk@bellsouth.net](mailto:annielk@bellsouth.net)

March 2006