



Why Clients Benefit By Working With Fulfillware

Since Fulfillware was founded as a direct mail business in 1993, the Atlanta-based company has grown and evolved into a direct mail marketing company that offers businesses – locally based, nationwide and in Canada – integrated direct marketing solutions through a combination of creative, database management, print production, mailing, Internet/email marketing, and fulfillment services.

For many reasons, Fulfillware stands apart from traditional direct mail companies and from printing businesses that also handle mailings of printed pieces. For these same reasons, Fulfillware clients trust the firm to complement and support their direct marketing efforts and to develop high caliber, cost-effective and targeted campaigns that deliver results.

What makes Fulfillware different? Why do its clients benefit by partnering with Fulfillware?

These are just a few of the reasons:

- **A consultative approach** – Fulfillware offers clients true value-add through its consultative approach to direct mail. With more than 100 years of combined experience in the direct mail and printing industries, the company's management team makes an effort to understand each client's business and industry in order to offer suggestions that will contribute to the success of a mailing. This counsel can apply to every aspect of a direct mail campaign,

including the concepting, design and copywriting of a piece as well as the procurement of the most appropriate mailing lists.

- **Above-and-beyond database management** – Whether a client supplies Fulfillware with its own in-house mailing list, Fulfillware procures a list(s), or there's a combination of both, Fulfillware's industry-standard data quality software cleanses, standardizes, matches and consolidates the data. Additionally, all lists are scanned using Fulfillware's proprietary scrubbing software to catch address that are incorrectly aligned, formatted or keyed. Resulting lists are finely tuned to create great-looking mailings and to ensure that clients' marketing messages reach their target audiences.
- **Postal savings** – Fulfillware's expert knowledge of the most up-to-date postal regulations along with its state-of-the-art postal software, allow the company to pre-sort all mailings to secure the lowest possible postage rates. These postal savings are passed through directly to clients.
- **Flexibility and quick response to change** – Fulfillware knows that direct mail is a rush business characterized by change. The company is committed to doing whatever it takes to respond quickly to change and to accommodate last-minute quick-turnaround requests.
- **Attention to detail** – No matter its size, every mailing receives the same close attention to detail – whether it's producing an error-free mailing list, printing high-quality pieces, or hand-inserting specialty mailings, to name a few areas where the smallest details contribute to a mailing's success.

- **Internet and email marketing** – Fulfillware offers clients a suite of Internet services to complement their direct marketing programs. One of these is email broadcasting from a secure, authorized site. This is an excellent support vehicle for direct mail, before a campaign begins in order to give recipients a heads-up to watch for what's coming, and/or at the end of a campaign as reinforcement.
- **Variable data printing** – Fulfillware's newest offering allows the company to handle in-house, short-run (i.e., up to 10,000 pieces), on-demand, full-color variable data printing. This means Fulfillware can produce highly personalized, relevant communications that can be printed and addressed in a single run.
- **Print brokering** – Lots of marketing departments are just too busy to look around for a printer who can do the best job for the best price. For longer-run mailings where customization isn't involved, Fulfillware will choose the best printer for a client's direct mail piece.

In short, Fulfillware is committed to forging long-term client relationships through a quest for total quality control in all facets of its operations, through its professional expertise and understanding of clients' industries; through communicating honestly about the time it will take to complete a job and reach a client's goals; through completing every job on time and on budget; through its flexibility, quick response to change and attention to detail; and through its wide range of direct mail marketing capabilities.

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