



# FULLFILLWARE

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## Fullfillware – A Brief Overview

**Company  
Description:**

For more than a decade, Fulfillware has partnered with some 750 clients to provide integrated direct marketing solutions through a combination of creative, database management, print production, mailing, Internet/email marketing, and fulfillment services, and to develop high-caliber, cost-effective and targeted campaigns that deliver results. The direct mail marketing company complements and supports its clients' direct marketing efforts by using the latest technology to capture, manage and distribute information. Fulfillware's experienced professional management team has earned the company 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.

**Founded:**

1993

**Revenues:**

\$1.7 million in 2005; projected to exceed \$2 million in 2006

**Employees:**

15+

**Location:**

Fulfillware operates from a 12,500-square-foot office, warehouse and production facility in the heart of Atlanta.

**Services:**

Fulfillware allows clients to pick and choose from a wide variety of direct mail, Internet and email marketing, and fulfillment services. At one end of the spectrum, clients may deliver a printed piece and mailing list to Fulfillware, asking only that the company clean the list and mail the piece. At the other end, clients may contract with Fulfillware to manage an entire direct mail campaign, including concepting, designing, copywriting, printing and mailing.

**Direct Mail Services** comprise data, list, mail, creative and print services. Some of these services include:

Data Services

- data entry, presorting, appending, enhancement, merging, purging and keycoding
- dedicated servers to transmit complex email campaigns, with customized reporting to measure program effectiveness
- conversion and integration of incompatible files and formats
- strategic data analysis
- data warehousing
- response collection and analysis

**Services:**

List Services

- list hygiene through address standardization (CASS), National Change of Address (NCOA) and Fast Forward services
- procurement of relevant consumer and business-to-business mailing lists from thousands of choices
- procurement of opted-in email business-to-business lists, many of which have postal mailing addresses available for follow-up marketing
- statistical analysis of current customers to determine the best prospects to reach
- appending of phone numbers and email addresses
- reverse appending of mailing addresses using phone numbers

Mail Services

- CASS Certification, NCOA and Fast Forward list processing
- high-speed direct impression addressing
- machine folding, metering, inserting, tabbing, sealing and addressing
- hand inserting, kit building, polybagging, stamping
- automated certified mail preparation
- destination entry and drop ship administration
- mail tracking and monitoring

Creative Services

- strategic creative concepts including the new “sticky notes”
- copywriting
- multiple flight program designs
- high-impact specialty mailings

Print Services

- simplex and duplex black and white laser printing
- digital, full-color variable data printing
- data matching of printed letters and envelopes
- creative print solutions from single color postcards to four-color web processes

**Internet and Email Marketing Services** offer online marketing programs to complement and support direct mail campaigns. These services include:

- broadcast emails from a secure, authorized site
- back-end functionality
- credit card merchant account assistance
- online order fulfillment
- real-time inventory reporting
- web site design and management services
- Internet and e-surveys

- more -

**Services:** **Fulfillment Services** ensure that the right package is delivered to the right customer. Fulfillment services include:

- sales/marketing/promotional materials-assembly and distribution
- product pick and pack shipping
- order processing via e-mail, FTP files, Internet, phone and mail
- automated reporting and analysis
- credit card merchant assistance
- secure, gated inventory management
- web design/fulfillment shopping cart software

**Markets Served:** Fulfillware clients come from all industries. The company has developed special expertise through partnering with organizations in the following sectors:

- healthcare
- non-profit
- financial services
- hospitality
- technology/telecom
- retail
- personal services

**Management:** Henry Lewin, president and founder  
Paul Arredondo, production manager  
Heidi Martinez, client services manager  
Kevin Neal, database manager  
Erna Schneiderman, account executive  
Maleia Smith, account executive

**Web Site:** [www.fulfillware.com](http://www.fulfillware.com)

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