

Fulfillment *PLUS* inc.

Founded in 1983, Fulfillment Plus, Inc. is a privately-owned company. The main building is a 50,000 square foot facility that provides all back-room fulfillment needs, including:

DIRECT TO CONSUMER/BUSINESS TO BUSINESS:

- Pick, Pack & Ship
- Product Assembly
- Package Consolidation
- Returns Processing
- Inventory Control
- Promotional Mailings
- Product Sample Distribution

INVENTORY CONTROL:

For clients that handle their own order processing we receive a credit approved data file with their order information. We can customize:

- Backorder processing
- Split Ship Logic
- Postage Optimization
- Low Level Warnings
- Multiple Carrier Shipping Methods

MARKETING OPERATIONS FULFILLMENT:

We apply marketing fulfillment best practices to reduce your marketing operational costs.

Our team focuses on every detail of your marketing fulfillment programs from planning through execution and wrap-up.

We understand tight deadlines and we meet them—consistently!

We work hard to enhance your brand marketing campaigns:

- Campaigns such as: Sample mailings, customer loyalty programs, facebook contests, sweepstakes, employee incentive campaigns, new product initiatives
- We leverage purchasing power for materials, premiums, print and other items in the marketing supply chain
- Our focus is your end user's brand experience

HAND ASSEMBLY WORK:

- Gift Bag Assembly
- Repacking
- Kitting
- Hand Inspection
- QC Checking
- Refurbishing
- Hang Tag Application

ORDER PROCESSING/ MARKETING REPORTING/ CRM:

For clients looking for a full-service front-end solution, we can handle complex order processing programs. We can also receive, cage and enter mail orders.

Over 29 years of experience has given us the competitive edge — we believe in and strive to provide instantaneous response to our client's needs.



Superior Fulfillment Services = Superior Customer Service

How e-Retailers Maintain Their Competitive Edge

Let's face it, selling products is what you do. You buy and sell a range of items for profit. Profit, after all, is one of the main reasons you are in business. But how do you increase those profits?

Now with the development of e-commerce, and the refinement of mail order purchasing, your business can scale tremendously. A fulfillment center can help you realize that potential, allowing you to scale and maximize sales, without a tremendous investment in infrastructure.

When you ship from a fulfillment warehouse, you can sell more goods to more people, irrespective of their location and proximity to you. The internet offers another advantage – less costly and more effective marketing to attract high volumes of sales nationwide or globally. A fulfillment center can handle all of these shipments for you, quickly and easily.

The fulfillment centers are not just for small business. Large corporations make tremendous use of facilities such as these to handle their fulfillment needs. Why? They can inventory products with geographic diversity, spreading inventory to multiple locations, so all shipments are "local," making shipping lower-cost and allowing shipments to be delivered faster.

How do the facilities work? In essence, the fulfillment center is generally a storage facility. You can place your inventory there and the company operating the center processes shipments and returns for you as orders come in. Their systems generate pick-and-pack slips, telling their warehouse workers

which items to pull from the shelf, how to pack it and, with a shipping label, where to ship. They can handle thousands of shipments daily for their clients – a feat that would require a massive investment if you attempted it yourself.

With the center, you do not need to enter a long-term lease for real estate, hire a warehouse staff, carry insurance on a building, and dozens of other considerations with operating your own facility. You simply contract with the fulfillment center, ship them your product in bulk, and they take care of the rest.

The fulfillment centers provide custom assembly services as well. They can organize special kits that contain a number of your products. For example, you can have gift packages and baskets assembled for you. This gives you the opportunity to focus on sales and marketing, with them handling the fulfillment.

The services of fulfillment centers do come at a price, but the low monthly fees and per shipment fees are often a fraction of what it would cost you to do it yourself, without all of the associated headaches. If you are shipping a few hundred to a few hundred thousand shipments each month, you should seriously consider this type of operation – to lower your costs and streamline your operations.



**FIRST
IMPRESSIONS
COUNT –
We Make Yours
Outstanding!**



**Fulfillment
PLUS inc.**



Jeffrey Ehrlich is President of Fulfillment Plus, Inc., a privately held product fulfillment center. An industrial engineer, Mr. Ehrlich began his career with Andersen Consulting, a computer consulting firm and later built a successful reputation as an expert corporate consultant and leader in the direct marketing industry. In 2000, Jeff took over the day to day operations of Fulfillment Plus, which was founded in 1983 by his father, Howard Ehrlich.

www.fulfillmentplusny.com ■ 888-256-7790



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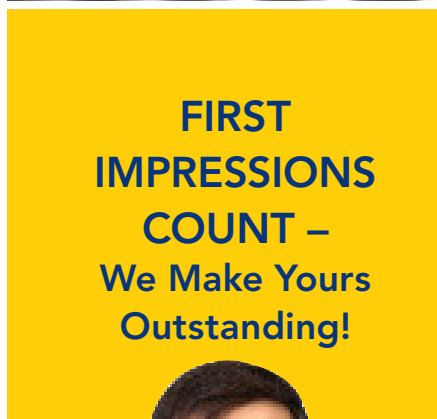
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