



**def: Fosdick Fulfillment (noun)** : National Fulfillment and Customer Care firm providing superior Direct-to-Consumer and Direct-to-Business services to the **Direct Response, Literature/Catalog, Promotion Marketing, Integrated Agency, Direct Marketing, and Retail industries.**

Fosdick Fulfillment maintains client partnerships through communication and integrity, achieving our common goal of customer satisfaction. Fosdick Fulfillment believes:

**PEOPLE**

are the true assets of any organization with an emphasis on empowerment and continuous improvement

**PROCESS**

is the action by which all systems are integrated, all policy is enforced, and all quality and innovation is achieved, and

**TECHNOLOGY**

enables the successful functionality of traditional and electronic systems by combining cutting edge solutions with proven experience.

**“Fosdick Fulfillment recognizes that all our employees contribute to our success”**

We are dedicated to providing opportunities for advancement in a safe and healthy work environment where people are treated with respect. We are committed to maintaining a positive relationship with the community by supporting corporate and employee involvement.

Since **1965**, Fosdick Fulfillment has highest quality in full service Promotion, Retail, Catalog, and standards high, and for almost four exceeding them with a commitment Companies both large and small expertise.

Our flexibility allows us to adjust to volumes during the peaks or lulls of a you need us, with the staff, your largest project, and we can projects, keeping costs low while



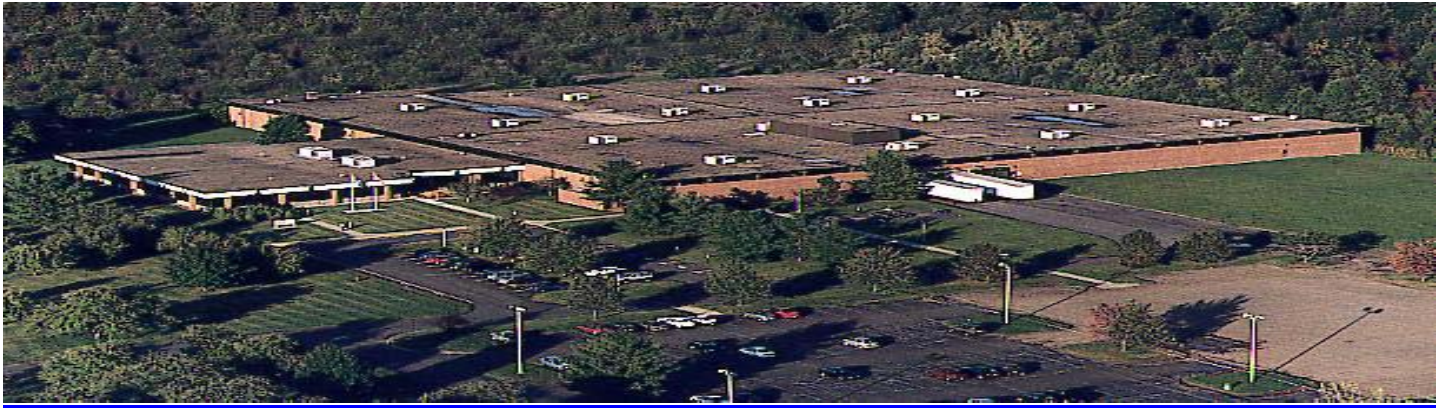
been a leader known for providing the fulfillment to the Direct Response, Consumer Goods Industries. We set our decades we have been meeting or to service. have benefited from Fosdick Fulfillment's

campaign. We can be there quickly when warehouse space and equipment to fulfill shrink down to efficiently fulfill your smaller maintaining quality and accuracy.

**Our goal** - a seamless integration between you, your product, and your customer. Our continued growth and bi-coastal presence confirms that we have been meeting this goal.

Fosdick Fulfillment is a privately held corporation. Fosdick Fulfillment boasts a staff of experienced, dedicated directors and managers to provide quality service to our clients and their customers.

**Fosdick Fulfillment is the smart choice to satisfy all of your fulfillment needs.**



**OUR UNSURPASSED CUSTOMER CARE IS COMPLIMENTED BY:**

**EXPERIENCE**

The Fosdick Fulfillment, its directors and staff, have nearly **four decades** of experience in all aspects of the fulfillment process. This commitment to excellence has resulted in 40 years of complete customer satisfaction. In recognition of its dedication, Fosdick Fulfillment maintains membership in the following associations:

- ◆ The Direct Marketing Association
- ◆ Mail Advertising Service Association International
- ◆ Electronic Retailing Association
- ◆ New England Direct Marketing Association
- ◆ Better Business Bureau



**MARKETING AND BUSINESS DEVELOPMENT**

We understand our client's ever-changing needs in the fields of Direct Marketing, e-Commerce, Direct Response, Retail Distribution, Promotional Support, and Literature/Catalog Fulfillment. Our team of knowledgeable Marketing and Business Development experts will guide you through the process of selecting services for your specific business goals.

We begin by ensuring that we have a thorough understanding of your program goals and we recommend **only** those services that meet your needs. Through each phase of your program, you will encounter efficient, responsive Marketing and Business Development professionals to answer any of your questions or concerns.

**CLIENT CARE**

After our Marketing and Business objectives/needs and defines the Scope of Representative is assigned to your account Implementation phase. We understand the program and we will be there to guide you Representative becomes your "eyes, ears, departments and will monitor your program



Development team assesses your program Work, an experienced Client Services to guide you through the Program importance of implementing your individual through the process. Your Client Service and voice" to all internal Fosdick Fulfillment and assist you in any way possible.

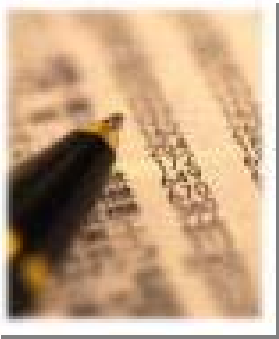


## MANAGEMENT INFORMATION SYSTEMS

Fosdick Fulfillment's enhanced Information Systems and Technology Support group has consistently provided intuitive solutions to meet our client partner's program requirements. Our team of developers, programmers and data processing personnel provide an encrypted, secure environment for the every phase of your program. Our systems have been developed to facilitate a secure, accurate and efficient transfer of data, process, and protocol.

### ***Our Information Technology and Development/Programming Staff***

With the help of the most up-to-date computer hardware and software, our staff provides the following services:



- ◆ Credit card processing and deposit of client funds
- ◆ Customized software
- ◆ Client remote access
- ◆ In-house computer programming
- ◆ Extensive standard and customized reporting
- ◆ Personalized laser printing
- ◆ High speed printing of labels, order sets, invoices, and customer communications
- ◆ Multiple company inbound/outbound data transfers

## DISASTER RECOVERY

Redundant systems provide instantaneous backup to ensure your data is safe. In addition, data is downloaded and stored offsite as a further safety measure. Battery backup and a standby generator guarantee continuous uninterrupted data processing in the event of a disaster.



## MAIL PROCESSING

Fosdick Fulfillment's Mail Processing Team knows that speed and accuracy are critical elements to the successful completion of any fulfillment program. Our Mail Processing staff will provide all inbound mail support to our clients, including:

- ◆ Rapid, efficient and timely mail caging
- ◆ Multiple daily mail picks
- ◆ Out-sort, batch and ad code separation
- ◆ Depositing of payments into our clients' bank accounts





## WAREHOUSING MANAGEMENT SERVICES



Fosdick Fulfillment knows that accurate and timely shipping is a critical aspect of great customer service. Our experienced staff of warehousing specialists ensure that your customers receive your products or information on time. We maintain clean, secured facilities and guarantee that your products and collateral are safely handled throughout every phase of the warehousing component of your fulfillment project. Our extensive warehousing services include:

- ◆ Receipt and storage of merchandise
- ◆ Custom and automated packaging
- ◆ USPS zone skipping
- ◆ Returns processing
- ◆ Shrink wrapping
- ◆ Assembly of kits and displays
- ◆ Pick, pack and ship

Fosdick Fulfillment has nearly a half of a million square feet of efficiently managed warehouse space which allows our Warehousing Team to receive inventory and assemble kits (*if applicable*). We can pick, pack and ship each order with impressive accuracy that will minimize customer service costs associated with returns. Our warehouse can also centrally facilitate returns processing, expediting the returns process which results in increased customer satisfaction.

## PROGRAM REPORTING

Information is the key to successful business. Fosdick Fulfillment Corporation has the experience to deliver your reports, the way you want them, on time! Standard Reports Include:

- ◆ **AD CODE/SOURCE CODE** -Sales and Marketing data — details what was sold, by ad, by source, for the week and year to date. Also provides breakdown of shipping and handling and payment type.
- ◆ **STOCK STATUS** - Reports inventory for the week and year to date. Details inventory receipts, shipments, adjustments, and returns.
- ◆ **BACKORDER STATUS** - Details items/orders on backorder. Shows length of backorder and amount of money on backorder.
- ◆ **CUSTOMER SERVICE** — Reason For Call - Reports details of quantities and reasons for customer calls.
- ◆ **FINANCIAL** - Shows historic data of sales, billing, cancellations, and accounts in monetary activity in recycle mode.
- ◆ **TAX** - Reports details of taxes collected by state — Monthly Report.
- ◆ **SPECIALIZED REPORTS**: Continuity, Business to Business, Invoicing, Royalties, Point of Sale Distribution



**ALL FOSDICK FULFILLMENT REPORTS ARE AVAILABLE THROUGH THE INTERNET FOR SPEED AND EASE OF ACCESS.**



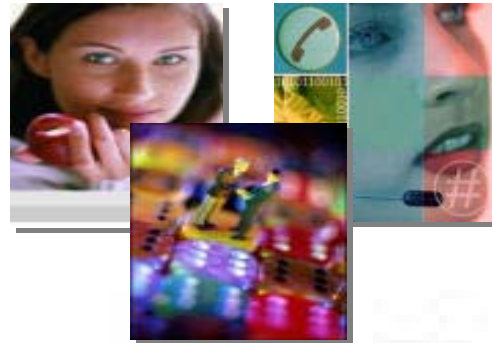
## CUSTOMER CARE – THE CUSTOMER SERVICE CENTER

Customer service is perhaps the most important facet of any fulfillment program. As consumers' options for purchasing increase, exceeding customer expectations is a major contributor to maintaining and growing your customer base.

The primary objective of our Customer Service Center is to ensure that the actions of all of our Representatives result in customer satisfaction.

Simply stated, we are not happy unless your customers are happy. Our customer service support includes:

- ◆ Inbound customer service
- ◆ Inbound order taking
- ◆ Outbound customer service
- ◆ Refund, credit and return processing
- ◆ Mail and email correspondence
- ◆ Tracers and claims
- ◆ Chargeback investigations and reconciliation
- ◆ Call tags
- ◆ Customer messaging



Our Customer Service staff is equipped to handle all phone orders and inquiries, and will be the first line of contact when customers return or exchange items. The Customer Service Center will also respond to all written correspondence, arrange for call tags, tracers and claims, and chargeback investigations.

*Your Business Deserves the Best. That Best is Fosdick<sup>SM</sup>*

## Fosdick Fulfillment offers a full range of fulfillment services to its clients.

Our years of experience, combined with our resources, guarantee successful project completion, no matter how rigorous or unique the project specifications.

## BUSINESS-TO-CONSUMER FULFILLMENT AND CUSTOMER CARE SUPPORT

- ◆ Direct Marketing
- ◆ Retail Fulfillment and Distribution
- ◆ Literature Fulfillment
- ◆ Continuity/Membership/Awards Fulfillment
- ◆ Direct Response – Television – Radio – Print – Internet – Retail
- ◆ Catalog Fulfillment
- ◆ Promotion and Premium Support
- ◆ E-Commerce





Direct to consumer merchandise sales have proven over time to be consistent and reliable. Fosdick Fulfillment has been providing affordable and effective solutions since 1965, consistently giving our client partners, and their customers peace of mind - that their customer orders will be processed correctly and efficiently. Our company is fully equipped to handle orders generated in a multi-media environment.

**From the moment a consumer order is taken, the Fosdick Fulfillment Team goes into action to process the order with speed and accuracy. Here's how it works:**

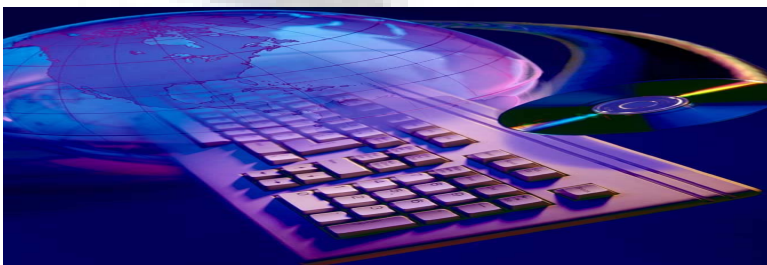
### FOSDICK FULFILLMENT MAIL PROCESSING CENTERS:



As a National USPS Postal status client, **Fosdick Fulfillment** has the expert ability to handle all Mail and Premium product “order” request(s) and Premium product orders. All mail is delivered to *all* Fosdick Fulfillment locations – eliminating the need to “pick-up” any mail that is addressed to any of our client partners. Mail order are received at any of our facilities and immediately organized, inspected, scanned and logged into our system – per client program. All mail is opened, verified against client approved procedure and policy, and data is entered into our centralized database “mail” system. Once all the mail has been inspected, verified, “keyed” and reconciled, then all information is sent to processing for proper transaction – (credit card, check, money-order, etc.) Once all approved transaction clearing has taken place, then order sets are created, product is inspected and “picked” – then packed – and secured- in its pre-approved packing material and scanned into the system. Depending on shipping method, all product will be scanned into the “FF Best Rate” system and prepared for final distribution.

*NOTE: It is important to note that all mail is “housed” in a secure, monitored area within the warehouse structure.*

### FOSDICK FULFILLMENT DATA CENTERS



In the Fosdick Fulfillment Data Center, staff members receive the batched orders and enter the record into the database. Orders may also be transmitted from alternate call centers or location. Credit card transactions are then authorized. Label(s) or order sets will be created and the necessary reports will be produced for our client.

### FOSDICK FULFILLMENT CUSTOMER CARE CENTER

Perhaps the most important aspect of any Fulfillment and Customer Care program is that *great* Customer Service leads to enhanced customer loyalty. Our Customer Care team is equipped to and will be the first line of contact when a customer has a question. The Customer Care Center will also handle all communication, arrange for call tags, investigations. Our team makes every effort to ensure every need is being met by our staff.



and increased business retention. Our staff handles all phone orders and inquiries, returns or exchange items, respond to all electronic and written tracers and claims, and chargeback effort for each customer to feel that their experience is exceptional, knowledgeable and caring.



## LITERATURE FULFILLMENT

Fosdick Fulfillment has a long history of providing literature fulfillment services for a wide variety of clients both large and small. Our history gives us the strength and flexibility needed to adapt to a variety of needs. Features and benefits of Fosdick Literature Fulfillment Division include:

- ◆ Order Processing
- ◆ Kit Assembly
- ◆ Pick, Pack, and Ship
- ◆ Management Reporting Including:
  - ◆ Forecasting, Inventory Kit Components, Bill of Material, Inventory Usage, Shipping by Cost Center, Backorder Summary, and Customized Reports
- ◆ Same Day Shipping
- ◆ Bi-Coastal Distribution
- ◆ Quality Control and Quality Assurance
- ◆ Web Site Integration

## PROMOTION MARKETING SUPPORT

For nearly four decades Fosdick Fulfillment Corporation has provided promotional marketing fulfillment services for our clients. Working closely with our contacts, we set in motion all of the elements that bring success to you through your clients. We can adapt to a variety of promotional projects and programs including:



- ◆ Rebates and Free Offers
- ◆ POS/POP Kit Assembly and Distribution
- ◆ Lead Generation
- ◆ Event Kit Assembly and Distribution
- ◆ Literature Distribution
- ◆ Business to Business Kit Assembly and Distribution
- ◆ Direct to Consumer Kit Assembly and Distribution

## CENTRALIZED RETURNS PROCESSING

**Fosdick Fulfillment** has a dedicated Centralized Returns Processing Center called **Fosdick CRPC™**. Returned Product(s) are received at this facility, reviewed for disposition, all reasons and codes are electronically recorded, product information is immediately reconciled against the Central database repository, product is authorized for placement either back into inventory – if all QA/QC criteria is achieved – or product is centralized for damage, re-packaging (refurbishment) or client review. All product return information is available online via the **FF E-Care™** module. This system allows tracking of all order activity including all product returns, credit card refunds, merchandise tracking, and a complete reporting of all return activity.

Fosdick believes that centralizing a client's inventory greatly reduces a customer's frustration when having to go through the returns process. The advantages of centralized returns with Fosdick Fulfillment include:

- ◆ Faster, expedited credits from your manufacturers
- ◆ Complete compliance with Federal Trade Commission (FTC) regulations



# Fosdick Fulfillment

Beyond the Pack



- ◆ Single location liquidation of merchandise
- ◆ Single location for refurbish/repacking
- ◆ Instant availability of first quality inventory for shipments and back order processing
- ◆ Reduced minimum order charges
- ◆ Our unique zip code(s) allows us to receive returns quicker
- ◆ One step processing

The Fosdick Fulfillment Returns Processing Center supports the return management process with the following key steps:

All returns are sent to the Fosdick Fulfillment Returns Processing Center that holds all your secure project sales data. Our staff will scan and process the return digitally. To maintain the most accurate record of your inventory, we will enter a return disposition (*i.e. credit, refund, replace*) and a reason for the return.

After receiving returned inventory, the Fosdick Fulfillment Returns Processing Center will sort returns and make a determination to keep or scrap the inventory. We will restock first quality inventory and produce a report of your current inventory. If a replacement is necessary, our warehouse staff will pick, pack and ship the appropriate replacement item(s) and produce a statistical report of your updated inventory.

Thank for taking time to review the Fosdick Fulfillment Internet Brochure. We look forward to exploring a potential client partnership with you and please feel contact a Fosdick Fulfillment Customer Care and Fulfillment professional by phone – **1.800.759.5558** or e-mail: [sales@fosdickcorp.com](mailto:sales@fosdickcorp.com).