

Fulfillment

Promotional Impact's Unique Advantages at a Glance

Same Day Shipment Guarantee — All orders placed by 6:00 p.m. EST will ship that same day. Under this feature, unrivaled in the fulfillment industry, every order is expedited, so there are no “rush” orders or “up charges.”

Electronic Order Confirmation — Every order shipment is confirmed by e-mail or electronic fax to the person placing the order, usually within minutes of when it was received. Order confirmation contains all vital details including contents, destination, the freight courier, freight service level, complete tracking information and back-orders (if any).

Full Service Online Shopping Cart — This valuable online tool serves internal and external customers; it accepts orders directly from customers or dealers, or it can be set up as the client's internal order entry system with real time inventory and order status. This online system reduces traditional paperwork and phone calls, eliminates shipping errors, and expedites the shipping process for increased efficiency.

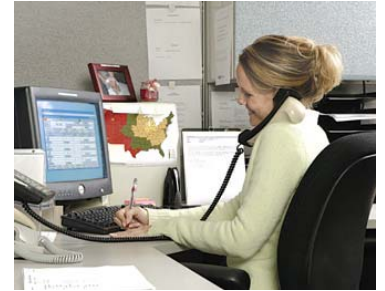
Detailed Online Reporting Function — Over 80 standard reports are available pertaining to inventory status, reorder points, lead times, freight costs, or sales by region/rep/dealer. Custom reports can also be generated to meet specific information needs.

Maintenance of Sales Lead and Customer Databases — Detailed database management is available for all of our clients.

Incoming Telemarketing Capabilities — Our experienced personnel can handle telephone sales inquiries to cost-effectively supplement your own processes for generating sales leads.

Integration With Client's Accounting and Marketing Departments — Promotional Impact is highly experienced in all phases of client system integration, from VMI purchasing programs to direct billing and reporting functionality tied back to the client's A/R department.

Project Assembly Capabilities — Efficient, on-site assembly teams are available to perform a variety of special projects including collations, mailings, labeling, distributions, plus component assembly, repairs, and more.



Operations Overview: How Promotional Impact Fulfillment leverages your marketing efforts to generate business opportunities

Delivery of information is more than a commodity. The initial impression you project when you respond to an inquiry frequently shapes how your organization is perceived over the long run. We believe timely responses to information/sample requests and product fulfillment will have a significant impact on the success of your business.

Speed, Accuracy and Organization

Promotional Impact delivers the degree of personalized attention and rapid response that speaks volumes. Our same day shipment guarantee, electronic confirmation, and pick accuracy rate that consistently meets or exceeds our goal of 99.995% are designed to assure your customer that you take their interest seriously.

We also excel at organizing other people's materials, which means we can systematically store, selectively retrieve and quickly distribute complex, large-volume inventories of product, literature, samples and premium giveaways. With cycle count variances at less than 2% for truly world class performance.

An "Intelligent" Fulfillment Approach to Customer Service

To function as a true extension of your marketing department, Promotional Impact assigns a dedicated customer service team to every client in order to manage day-to-day requirements. The team leader, your Customer Service Representative, acquires and coordinates the detailed knowledge of your products, customers and channels, and serves as the initial communication link between you, your customers, and your sales and distribution team.

Supercharged Information Technology

Oracle-based software and the latest Information Technology hardware make Promotional Impact a leader in the fulfillment industry. We can develop and host our clients' Online Shopping Carts, provide electronic ordering, offer full credit card processing capabilities, and administer inventory management and purchasing functions. These capabilities combine to provide the ultimate in product fulfillment to end users.

Our IT capabilities also provide you with another advantage — the ability to more accurately identify the hidden business opportunities that are within your database. That's because tracking customer requests for information is a powerful way to determine the effectiveness of various marketing and sales programs, and we can generate a multitude of reports to accommodate virtually any database request.



Promotional Impact Same Day Shipment Timeline

Tuesday

5:45 p.m.
Promotional Impact receives an order at its warehouse/headquarters via phone, fax, internet or e-mail. Shopping Cart orders are received directly into the system and a detailed pick list is automatically generated.



5:55 p.m.
Conventionally-received orders are entered into the system and a detailed pick list is generated.



6:00 p.m.
A single individual fills the order from the HotPick shelving location.



Wednesday

6:15 p.m.
The order is packaged. (Orders are randomly quality checked before shipment)



6:30 p.m.
An electronic order/shipment confirmation is issued to the requestor.



7:00 p.m.
A common carrier (FedEx, UPS, etc) picks up the order.



10:00 a.m.
The requestor receives the order. *

*If specified for next day, morning delivery. Depending on carrier and the level of service specified, requestor receives the order usually within 2 days.

