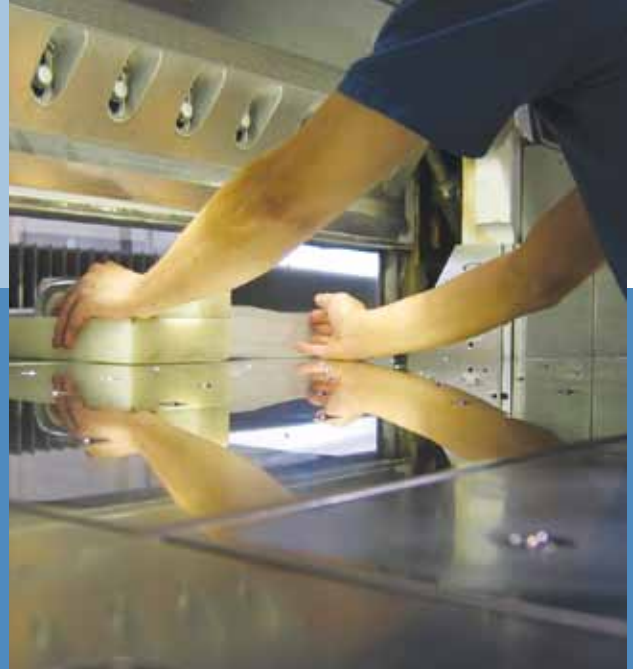


Lettershop & Assembly

Communicate effectively and efficiently by combining advanced production capabilities with quality controls and online order management.



From customized letter production to kit assembly to addressing to shipping, SHPS Fulfillment provides a complete solution. SHPS assembles 50,000 to 100,000 pieces and produces more than 1,000,000 printed pages every day.

Letter and kit production

SHPS Fulfillment can assemble, insert, address, and seal any type of package using the following services:

- Kit assembly (manual or automated);
- Addressing (laser techniques, inkjet equipment, and labels);
- Folding and collating;
- Ring-binder assembly with tabbed sections;
- Inserting (machine or custom handwork); and
- Liaison services with the United States Postal Service (USPS).

Reduced mailing costs

Effective communication begins with address accuracy. Address quality is ensured through our software applications which identify duplicate addresses, update and repair addresses, and sort addresses by region or zip code.

Pre-sorted mail receives the best postage rate. SHPS provides two address update services—USPS Fast Forward and National

Change of Address (NCOA). Both services rely on USPS Change of Address (COA) database records. Fast forwarding takes place on MLOCR equipment, as pre-addressed pieces are sorted and bar-coded. NCOA updates client databases prior to production. Both services provide reporting of address updates which are given to the client for future use.

SHPS is a USPS-licensed MLOCR machine operator. This equipment pre-sorts addressed mail for the maximum postal discount and applies delivery point barcodes. By combining mail from multiple clients, SHPS is able to save its clients thousands of dollars annually in postage.

SHPS runs a six-station, Bell & Howell Intelligent Inserter, two high-speed Pitney Bowes inserters with six stations, and a Bell

& Howell Master Mailer with 13 stations. All machines seal and meter mail. This configuration can produce 300,000 pieces of mail every 24 hours. We currently print on two Data Tech inkjets at the rate of 20,000 pieces per hour. Our manual assembly area contains seven production pods and pick/pack stations, with combined capacity of 25,000 to 50,000 kits per day.

Online order management system

SHPS' web-based order management system (OMS) provides real-time information to clients regardless of their location or time zone. Clients can view inventory details, run reports, and enter orders directly into the system for both pre-printed and print-on-demand pieces. Clients can also review and edit orders as needed.

OMS catalogs data from every relevant source (i.e., client, vendor, SHPS) to support each order. This system links clients with their inventory, production processes, and all reports. Stock pulls, kit assembly, addressing, shipping, and tracking are all supported by OMS and coordinated between the client and SHPS. Cost, counts, quantity measures, and delivery times are monitored and reported to fully reflect the status and processing of each order.

Partnerships

SHPS has established partnerships with several companies that represent all facets of commercial printing and fulfillment, including Xerox, Inc., Exstream, Inc., Pitney Bowes, and Business Objects, an SAP company. All major national shippers (FedEx, UPS, and DHL) have annual contracts with SHPS. SHPS also has a strong relationship with the USPS.

Our competitive strengths include the ability to work in partnership with clients and track projects in real-time using a proprietary application, a commitment to quality, and an in-house communications and design team.

Fulfillment facilities

The SHPS Fulfillment center operates from a 120,000-square-foot facility in Louisville, KY, and maintains another 100,000 square feet of warehouse space. More than 90 full-time employees and a pool of 120 temporary employees ensure that orders are processed in a timely manner. Quality controls are in place at each step of the production process to ensure order accuracy and timeliness. The geographic location of SHPS Fulfillment offers a unique benefit to our clients. Louisville is a logistics hub, which means that 80 percent of the nation's population can be reached within one or two days.



For more information about SHPS Fulfillment, please call us at 1-877-358-3779 or visit www.shps.com.