

TOWNE ALLPOINTS FACT SHEET

- Founded in 1953. Celebrating 60 years in business this year.
- Relocated to expanded 125,000 square-foot facility in Santa Ana in 1979.
- Currently, mail approximately 500,000 pieces per day, and more than 60 million pieces per year.
- \$5 million worth of equipment. 90,000 square feet of inventory space.
- Largest single mailing had 2 million USPS addresses.
- 110 employees, and additional 50 temporary workers depending on need
- \$13 million in annual revenues in 2013
- Community -- Towne actively engaged with local schools and youth centers. Towne participates in donating scrap material to local schools and youth centers; active engagement in clothing drives for local outreach programs and promoting volunteerism.

Definitions:

- **Direct marketing** - mailed marketing pieces designed to obtain a response from a potential customer. Get connected to a suite of expertise
 - Full Service Direct Mail
 - From planning to execution
 - EMarketing
 - Strategic Database Marketing
 - List Procurement

- **Fulfillment** - mailed products after customer purchase or request for more information.
 - 24/7 web-based ordering and real time reporting
 - Inventory Management
 - Manage Orders and Inventory in Regional Distribution Centers
 - E-Commerce
 - Variable Print-On-Demand Orders
 - Custom kit management (Build-on-Demand, Build-to-Stock)

- **Print-on-Demand** - allows for specific quantities, multi-versions, easy updates.
 - Black-and-white or full color
 - From one-sheet to multi-page brochures and documents

Sample Clients

The Surfers Journal	AIG	Sprint	Bowers Museum
Brown Jordan	Care Credit	Coco's	Carrows
Holland American	Seabourn	Closet World	Delta Dental
Disney	Experion	Wienerschnitzel	Hamburger Stand
Tastee Freeze	Nesspresso	Toppic	KIA
American Funds	Los Angeles Times	Lionsgate	Staples
St Josephs Hospital	Toshiba	Gateway One	Virco