



“simple solutions.....  
in a complex world”





## AFM IN A NUTSHELL

AFM Ltd is a specialist provider of high quality, business-to-business mailing, storage, fulfilment and distribution solutions. Among our key services, AFM:

- Provides a central storage and distribution hub for companies exporting goods to Europe, Africa and the Middle East
- Provides cost effective storage of goods in European Free Circulation
- Processes, picks and packs clients' orders on a daily basis
- Distributes goods both nationally and internationally
- Provides secure storage of clients' primary goods, literature, corporate gifts etc
- Co-ordinates the fulfilment and distribution of materials for large scale marketing and training events
- Co-ordinates and fulfils bulk mailing and direct marketing campaigns

Regardless of whether your storage, fulfilment or distribution need is large or small, AFM can provide you with a cost-effective, tailor-made solution.

For further information, please contact AFM Ltd on 0845 450 7500 or email us via [Info@afm.ltd.uk](mailto:Info@afm.ltd.uk)



## MAILING

AFM's turn-key mailing solutions are the ideal choice for anyone wanting to utilise direct mail either nationally or internationally. Whatever the size large or small, our mail planning service will manage the project from start to finish, saving you time and money.

### Mail Management

- Full planning and project management service for each mailing underpinned by stringent quality control procedures
- Simple fixed price quotes covering all fulfilment and postage costs
- Email confirmation of mailing dispatch
- Management of reply paid services

### Data Processing

- Electronic de-duping of single or multiple mail files to produce fully integrated mailing solutions – see attached
- Mailsorting of data files to allow our clients to benefit from UK or international postage discounts – see attached

### Production

- Production of branded carrier sheets, covering letters, flyers etc
- Full range of laser printing - A3, A4, A5, duplex, colour
- Ink Jet overprinting envelopes, leaflets etc
- Production of dot matrix, laser or thermal address labels

### Fulfilment

- Stapling, collating and folding
- Hand or machine insertion of items into polybags or envelopes
- Pick and pack of complex materials such as sales promotional literature, samples etc
- Supply of all envelopes, polybags etc

### Postage

- Mailing UK items in Mailsort or Presstream order to gain UK postal discounts
- Consolidation and direct injection of overseas mail to reduce mailing costs

## DATA FILE DE-DUPE

Through specialist software, AFM can analyse client's data files to ascertain duplicate entries. The programme works on a basis of fuzzy logic to eliminate duplicates by name, job title, organisation, address or part thereof. Below is an example of type of duplicates that are identified and removed by the system.

De-duping of data files directly saves our clients money by reducing postage and fulfilment costs. More importantly by receiving only one, correctly addressed letter, it enhances the recipient's perception of the mailing and therefore improves the overall impact of the campaign.

### Duplicate Listing

File 1 Record      45 Key Code  
Ms P Alexander  
Chief Executive  
West England Development Agency  
SLDA Headquarters  
Cross Lanes

GUILDFORD  
Surrey  
GU10 1YA

File 1 Record      306 Key Code  
Acting Chief Executive  
FEDA  
Linden Court  
The Orchards Ty Glas Avenue

CARDIFF

CF2 5DZ

File 1 Record      451 Key Code  
Mrs C Braddock  
Principal  
Matthew Hills College  
Sherlock Street

BIRMINGHAM

E7 7DB

File 1 Record      543 Key Code  
Mr P Brenson  
National Assembly for Wales  
Cathays Park

CARDIFF

CF13 3NQ

File 1 Record      44 Key Code  
Mr J Alexander  
Director of Business & International  
West England Development Agency  
SLDA Headquarters  
Cross Lanes

GUILDFORD  
Surrey  
GU10 1YA

File 1 Record      4890 Key Code  
Mr P Benson  
Acting Chief Executive  
FEDA  
Linden Court  
The Orchards Ty Glas Avenue

CARDIFF

CF2 5DZ

File 1 Record      7558 Key Code  
Ms Christine Braddock  
Principal  
Matthew Hills College  
Sherlock Street

B7 7DB

File 1 Record      4897 Key Code  
Mr P Brenson  
Education & Lifelong Learning Division  
National Assembly for Wales  
Cathays Park

CARDIFF

CF13 3NQ



## MAILSORTING OF DATA FILES

AFM's Mailsort software analyses client's data files to evaluate whether there are any postage discounts available from the Royal Mail. In essence, Mailsort discounts are available for mailings over 1,000 items weighing in excess of 60 grms. The higher the weight of the items being sent and/or the greater the volumes, then the larger the postal discounts will be.

Our software sorts the data files by Royal Mailing Sorting Centre, allowing us to prepare and post the mailing in that specific order. As this process removes the need for the Royal Mail to carry out any sorting of the mail until it reaches their local sorting offices, they are able to pass postal discounts to our clients.

Below is an example of the savings available through Mailsort. In this case the mailing was for 4,036 items each weighing 155 grms. By normal second class post the cost for the mailing would have been £2,340.88. However, by Mailsorting the data the cost was reduced down to £1,616.45 – a saving of 30.9%.

# SAMPLE MAILSORT REPORT

-----+-----  
| AFM Ltd 12/04/05 |  
| MAILSORT POSTING - PLANNING REPORT Page 1 of 1 |  
-----+-----

## CUSTOMER

AFM Ltd  
Unit 1 Riverside  
Bellbrook Park  
Uckfield  
TN38 0BN

## PARAMETERS

Required service: Mailsort 2  
Minimum selection size: 15 items  
Item weight: 155 g  
Maximum bag weight: 11 kg

## PRESORTATION STATISTICS

Postcodes matched: 3973  
Post Towns matched: 40  
Total suitable for discount: 4013  
Addresses not matched: 23  
Total address records processed: 4036

## POSTCODE STATISTICS

Full Postcode: 4019 ( 99.6%)  
Outward Postcode only: 5 ( 0.1%)  
Total Postcodes: 4024 ( 99.7%)  
No Postcode: 12 ( 0.3%)

## SORTATION STATISTICS

	Number	Items	Bags	Match
Direct selections:	5	81	5	2.0%
Residue selections:	110	3935	112	98.0%
Totals:	115	4016	117	100.0%

## COSTS & DISCOUNTS

Number of discount items: 4016  
Base Price: £0.325 (above 100g)  
Straight Line Factor (p/g): 0.221 (above 100g)  
Straight line item cost: £0.447  
Straight line total cost: £1795.15  
Direct selection discount: £5.61 ( 15.5%)  
Residue selection discount: £184.69 ( 10.5%)  
Net cost: £1604.85  
Number of non-discount items: 20  
Standard tariff: £0.58

-----+-----  
Total mailing cost: £1616.45  
-----+-----

Saving over standard tariff: £724.43



## STORAGE

Through our storage services, AFM offers a valuable resource for any company needing to house items such as:

- Corporate literature and gifts
- Marketing and sales materials
- Exhibition and display materials
- Primary products
- Software releases and upgrades
- Field service parts and equipment

Our approach is not simply to provide storage facilities, but total storage solutions. Flexibility is our strength. From the outset we seek to gain an understanding of our clients' needs and then tailor services to suit. In so doing, we develop solutions that will ensure materials & equipment are stored, drawn-down and delivered where, and when, they are needed - without fail.

### Warehousing

- Secure, dry storage
- Flexible product handling from a single box to bulk pallet deliveries
- Audit of all deliveries on receipt
- Regular stock taking

### Data Handling – See Below

- Creation of customer specific databases to record stock levels, deliveries, orders etc
- Production of customer specific reports to provide management information to meet their individual requirements
- Production of product re-order reports
- Production of customer branded dispatch notes and address labels

### Order Processing

- Daily processing of orders either electronically or manually
- Supply and advice on packaging materials
- Daily picking and packing of orders

### Shipping

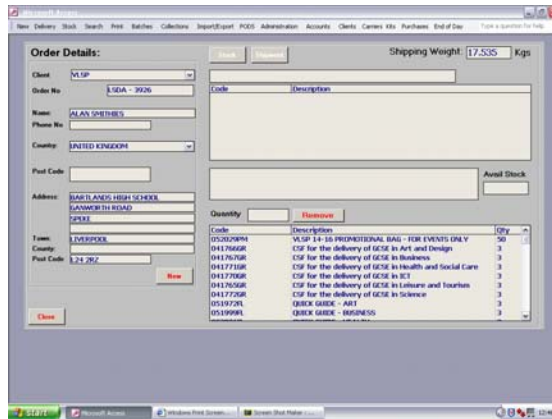
- Daily dispatch of goods to UK or Worldwide destinations
- Preparation of export documentation
- Assisting in Customs clearance
- Provision of delivery confirmations



## DATA HANDLING

AFM's in house software provides a flexible solution for controlling our clients' inventories and orders. The system allows us to:

- Receive orders either manually or electronically in any Excel, CSV, Access or Tab Delimited format.
- Electronically process orders using clients' product codes
- Produce branded invoices on behalf of our clients
- Produce carrier bar codes for shipping goods either nationally or internationally
- Produce daily shipping confirmations which are automatically emailed direct to our clients
- Produce weekly inventory reports which are automatically emailed direct to our clients





## SAMPLE DAILY SHIPPING MANIFEST

Status	Ship Date	Order Number	Company	Town	Country	Post Code	Carrier	Service	Parcel Number
	24-May-05	MTB - 22937	KONGSBERG AUTOMOTIVE	BURTON UPON TRENT	UNITED KINGDOM	DE14 2SY	INTERLINK	Timed	1
	24-May-05	MTB - 22939	EGYPTIAN GERMAN TELECOMMUNICATION INDUST	6TH OF OCTOBER CITY	EGYPT		UPS	Express Service	1
	24-May-05	MTB - 22940	LEXISNEXIS INFOLIB	ORMES	FRANCE	45140	UPS	EXPRESS SAVER	1
	24-May-05	MTB - 22943	QBS SOFTWARE LTD	WEMBLEY	UNITED KINGDOM	HA0 4QB	INTERLINK	Data	1
	24-May-05	MTB - 22944	RHODITECH	SAINT FONS	FRANCE	69192	UPS	EXPRESS SAVER	1
	24-May-05	MTB - 22945	MICROSULIS MEDICAL LTD	EDINBURGH	UNITED KINGDOM	EH14 4AP	INTERLINK	Data	1
	24-May-05	MTB - 22946	ALSTOM (SWITZERLAND) LTD	BANDEN	SWITZERLAND	CH- 5401	UPS	EXPRESS SAVER	1
	24-May-05	MTB - 22948	PC WARE	AMSTERDAM	NETHERLANDS	1042 AC	UPS	EXPRESS SAVER	1

## SAMPLE WEEKLY INVENTORY CONTROL REPORT

ClientID	Code	Description1	AvailStk
26	NCE - 104	CRATES	132
26	NCE - 105	ADMIN RINGBINDER	1
26	NCE - 4393	ADMIN BOX FILES	18
26	NCE - 4395	ADMIN RING BINDER	13
26	NCE - 4657	NETSKILLS - ONLINE LEARNING FOR ACL PRACTITIONERS	500
26	NCE - 4658	NLN MATERIALS NEWSLETTER ISSUE 12 MARCH 2005	500
26	NCE - 4659	NIACE E GUIDELINES	500
26	NCE - 4660	NATIONAL LEARNING NETWORK MATERIALS SAMPLER CD ROM	500
26	NCE - 100	TRAINER MATERIALS BOX - EGUIDE	1
26	NCE - 101	REAM OF PAPER - EGUIDE	5
26	NCE - 102	KIT BAGS - EGUIDE	503
26	NCE - 106	E-GUIDES PROGRAMME CD-ROM (SLEEVE)	568
26	NCE - 108	FERL PRACTITIONERS PROGRAMME CD (SLEEVE)	600
26	NCE - 4498	E-GUIDE DELEGATE PACK (REFERENCE ONLY)	3
26	NCE - 4499	NLN MATERIALS PACKAGED FOR ACL - SET OF 6 DISKS	2
26	NCE - 4500	E-GUIDE ENVELOPES	200
26	NCE - 4501	KIT BAGS E-GUIDES (REFERENCE)	12
26	NCE - 4502	NLN MATERIALS WORLD NEWSLETTER	178
26	NCE - 4503	MONEY MATTERS TO ME LEAFLET	439
26	NCE - 4504	ICT AND ADULT LEARNING - RESOURCES FROM NIACE - A5 FLYER	407
26	NCE - 4505	COMMUNITY LEARNING RESOURCE (A5 ACLEAN LEAFLET)	405
26	NCE - 4506	NETSKILLS LEAFLET	186
26	NCE - 4507	THE SAMPLER CD-ROM (REF) BOXED	12
26	NCE - 4508	THE SAMPLER CD-ROM INFORMATION SHEET	401
26	NCE - 4509	E-GUIDES PROGRAMME CD ROM (REF) SLEEVE	642
26	NCE - 4510	FERL PRACTITIONERS PROGRAMME CD (REF) SLEEVE	442
26	NCE - 4511	CHIPS WITH EVERYTHING (ISSUE 6)	507



## **FULFILMENT**

Handling your own fulfilment is costly, requiring the commitment of space, personnel and a variety of other resources.

Strategic use of outsourcing can provide a cost-effective and flexible solution without adding to company overhead. Moreover, by releasing valuable in-house resources, it can also help to capitalise your organisational strengths and achieve your business goals.

AFM is just such a specialist. Drawing from expertise in the fields of storage, distribution and logistics, our fulfilment services provide a flexible operational and executive resource ready to provide a helping hand just when you need it most.

From one-off projects to a long term programmes, AFM has the peace of mind solution.

### **Programme Management**

- Full planning and project management service for large-scale fulfilment programmes
- Integrated shipping solutions
- Email confirmation of consignment deliveries
- Dedicated inventory control and management processes
- Production and sourcing of products and materials
- Single consolidated invoices

### **Operational Skills**

- Sorting
- Collating
- Gift packing
- Re-packing
- Pick and pack operations
- Labelling
- Hand assembly
- Folding & stapling
- Reply handling



## HUB AND SPOKE SERVICES

For companies seeking to develop their export activities into Europe, Africa and the Middle East, servicing business generated from their sales teams in each country can be a challenging problem.

Shipping goods from their global head quarters is often not the most efficient solution. Not only can it significantly increase the shipping cost per order but, for companies based outside the EU, it can also cause delays and additional costs as each consignment is cleared through customs.

Holding stock in each regional sales office is not an ideal solution either. Often these offices are not geared up for product handling and dispatch. It wastes both expensive office space and more importantly sales office time that could be used more productively in business development.

AFM has the solution. By acting as your central storage and distribution hub, we can service all of your sales needs throughout Europe, Africa and the Middle East – saving you time and money.

AFM's key capabilities include:

- Receipt of bulk deliveries of products into the UK
- Cost effective storage of goods in European Free Circulation
- Electronic or paper based receipt of sales orders
- Daily picking & packing of orders
- Next-day delivery into Europe
- Provision of a proof of delivery for each consignment
- Daily confirmation of orders shipped sent to the appropriate sales office
- Specialist distribution team to handle shipment of goods
- Sales tracking for IntraStat purposes
- Full stock tracking and reporting procedures



## DISTRIBUTION

For any organisation, reliable delivery of parcels is essential. Indeed, even minor breakdowns in distribution systems can leave companies facing significant costs and a reputation needlessly tarnished. AFM understands the responsibility and rises to the challenge. Our distribution services provide the kind of performance which will allow you to relax in the knowledge that your parcels will be delivered safely and on time - every time.

- Safe, secure and reliable distribution
- Full track and trace on every shipment
- Flexible consignment insurance
- Email confirmation that your consignment has arrived
- Comprehensive range of national and international services:

## UK DISTRIBUTION

- **Overnight Services**  
Parcels delivered the next day during normal office hours
- **Premium Services**  
Parcels delivered next day Before 9am, Before 10.30am, Before Noon or Saturday AM

## WORLDWIDE DISTRIBUTION

- Secure international parcel distribution on a next day basis throughout Europe and to most major cities worldwide
- Collection and delivery by road and air throughout the world
- Preparation of shipping documentation
- Customs clearance for UK imports

## AFM'S ON-LINE TRACKING SOLUTION

