

THE WESTEX GROUP



- **Third Party Logistics Provider**

Storage, order, pick pack and distribution, you can be confident we will manage every aspect of your outsourcing needs effectively and efficiently.

- **Direct Mail Services**

Making sure your customers get the right message at the right time.



- **Response & Order Fulfilment**
- **Storage & Distribution**
- **Contract Packing**
- **Data Processing**
- **Laser Printing**
- **Polywrapping**
- **Lettershop**
- **Inkjet Personalisation**
- **Mailsort & Presstream**
- **Call Centres Outbound & Inbound**
- **Warehousing**
- **Print Management**
- **Litho Printing**
- **Airline Print**
- **Web Enabled Inventory Control**
- **E-Fulfilment**
- **Lotteries & Fundraising**

Background profile.

The privately owned Westex Group of Companies comprises Westex Ltd, Admail4 International Ltd, Global Print Management Ltd (GPM) and Response, Analysis and Mailing Ltd (RAM). Westex was formed in 1979, Admail4 International in 1980, Global Print Management in 1984 and Response, Analysis and Mailing in 1979.

The Westex Group has developed a significant customer base of blue chip global manufacturers, retailers and airlines with a group annual turnover of £15m.

We are committed to providing our customers with a great service at a cost which is competitive and represents real value for money.

GROUP COMPANIES OPERATE FROM THE FOLLOWING DISTRIBUTION & MAILING SITES:

1. London E3, Westex	33,000 sq. ft.	3,000 pallet locations
2. Essex, Westex	113,000 sq. ft.	11,000 pallet locations
3. Sevenoaks, Admail4 (1)	8,000 sq. ft.	500 pallet locations
4. Sevenoaks, Admail4 (2)	20,000 sq. ft.	1,400 pallet locations
5. Sevenoaks, GPM (3)	Studio and Repro	Print Management
6. London N4, RAM	35,000 sq. ft.	Mailing Centre

A dedicated team.

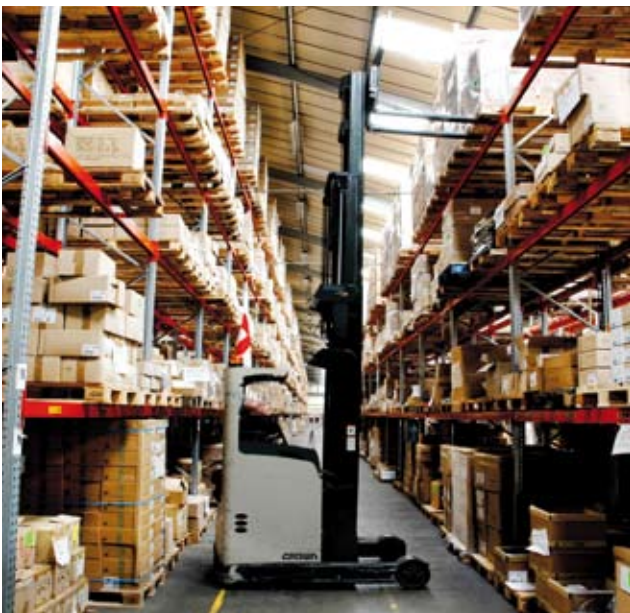
A dedicated team, headed by an account manager, will be available and be responsible for the day to day running of your business. The team also has full support from our IT department.

Third party logistics partner.

Storage, order, pick and pack and product distribution is handled from our safe and secure sites. Our sites provide ample storage for our clients and we can assure our customers we will always have enough storage space, as well as a warehouse management system tailored to your needs for stock location, order processing and stock management.

We can import or take orders on your behalf from the web and all traditional channels.

We also deliver hundreds of thousands of parcels on a per parcel/consignment basis. We use the correct delivery channel to achieve a first-class delivery experience to your customer, whether it's a b2b or b2c delivery, at the most economical cost to you.



You've got thousands of orders... is now the time to outsource to a third party logistics partner?

One source.

The reasons may be many, but when the time comes to outsource your warehousing operations, the one thing you want to know is that people fulfilling your all-important orders can handle every aspect of the challenge. Ideally, you have one reliable supplier for all your fulfilment needs.

Then you can hand over 'the whole shebang' with confidence and concentrate on what you do best.

Many advantages.

Tying up your workspace with storage of stock or 'pick and pack' operations is not always the best use of space. In a time of transition, such as your leases coming up, you may well be considering how to save money or put your space to better use. By outsourcing storage, order pick and pack and distribution, you can solve a variety of perennial problems.

In many scenarios, you can also save money by outsourcing these operations to The Westex Group who have developed cost-effective systems and can obtain economies of scale which you may not achieve independently.

Here's how we can provide the remedy.

For over 30 years The Westex Group has specialised in the fulfilment and distribution requirements of companies large and small. We have the people, the resources and the expertise to handle all your outsourcing requirements.

Call the Westex Group on 0207 5 100 100 when you are looking for a reliable third party logistics provider.

Stock Management & Order Processing system.

All stock management and order processing activity is channelled either via the groups in-house platform - West1, or we will interface with your existing platform.

West1 allows clients to access management information securely via the web or system interface. Orders can be down-loaded or input from all sources - a client interface, the telephone, email, web or mail. The West1 system also allows FIFO issue and full batch traceability by customer order number.

The West1 system will be tailored to meet any client's specific requirement by our in-house development team, we can also design and set up web sites to interface with West1.

We use **RF** scanning technology on some contracts which ensures accurate and speedy put away, improves efficiency through effective location management and allows for stock history to be audited in real time. We also have **EDI** capability.

Reader offers, competition fulfilment & caging.

We have active secure post rooms that handle a variety of mail room functions which include in-bound postal opening for readers offers and competitions - where all post is opened, sorted and then passed on to the appropriate account team for data capture, credit card verification, general banking and fulfilment.

Lotteries, promotions & fundraising.

Do you run a lottery, or are you considering setting one up as part of your fundraising programme? Then Westex can help you.

In partnership with an External Lottery Manager (ELM)- approved by The Gambling Commission, Westex can co-ordinate and manage lottery fund raising promotions on behalf of any registered Charity - including postal lotteries, scratch cards, direct mail lotteries, draws, sweepstakes and raffles,

We are elected members of the UK Lottery Council and are audited by the ELM on behalf of The Gambling Commission. All promotions are in compliance with the Lotteries and the Law (Gambling Act 2005).



Clean Room.

We offer a clean room at our E3 London site which is an operational facility within our warehouse. The room offers a dust free and hygienic environment for contract packing and product manipulation.

Exhibition stand management.

The staff that we employ have experience in managing the ordering of exhibition stand space as well as siting the stands and graphics. We will check the stands prior to despatch and ensure that they are in perfect condition, picked, packed, delivered, set up and dismantled at all your shows throughout the UK - no matter what day of the week.



Contract packing & product repacking.

Receive and repack stock into new product or promotional outers and make up 'gift with purchase packs'. Our attention to detail and years of experience gives our clients peace of mind knowing their projects are in safe hands.

Wholesale dealer's licence

Does your product require storing and distribution in a controlled regulatory warehouse environment? Then Westex can help you as we are approved as a Wholesale Dealer.

A medicinal product may only be placed on the market in the United Kingdom in accordance with marketing authorisation and only licenced wholesale dealers may distribute such products.

Our Bromley By Bow site in East London is approved by the Medicines and Healthcare products Regulatory Agency (MHRA) - an executive agency of the Department of Health. This authorisation allows distribution by way of wholesale dealing within the EEA of medicinal products which can be administered to human beings.

This makes us approved to handle, store and pick/pack general sales list, traditional herbal medicinal products, non - sterile liquids (including solutions, syrups and suspensions), solid non - sterile dosage forms (including tablets, capsules, suppositories and powders).

Bulk order distribution.

All our sites offer a pick and pack service for product and literature bulk orders which can be received by fax, telephone, email, website and mail. We have extensive links with dedicated carriers to provide bespoke delivery services throughout the UK, Europe and the rest of the world.



You've got a fantastic web site... but can you deliver?

What's in front?

You've got a bright idea, spotted a window in the marketplace and created the perfect product to fill it. You know that presentation is everything so you invest heavily in the design of your web site. It looks great and even better, it really works. So you also invest in a sound marketing strategy but...

Who's minding the store?

More often than not internet start ups, as well as big corporations trying to catch up with the world wide web, fail to address the basic logistics of storing, picking, packing and delivering goods.

This is where we come in.

We have the people, the resources and the expertise you need to make sure your start up and your existing work grows. We can also design your web site, facilitating orders, money transactions and MI.

Call the Westex Group on 0207 5 100 100 for all your fulfilment and distribution requirements.

Mailing services.

This is one of our core services and we will work closely with you to ensure that all mail campaigns (with postal discounts where applicable) are delivered on time.

We offer both machine and hand enclosing facilities. A bank of oce and laser printers produce volume simplex and duplex pieces up to A3 and our multi head Domino and Astrojet ink jet printers personalise polythene, paper and board.

To supplement the machine shop activities, a team of bench hands pack those complex pieces that cannot be mechanically processed.



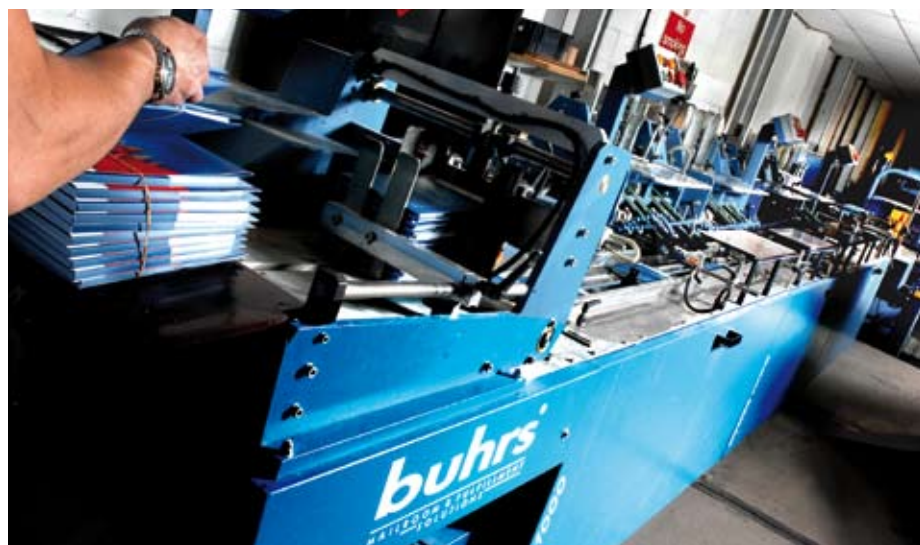
UK Call Centre Services.

Our FSA approved London based call centre has a capacity of over 100 seats. We don't profess to compete with the volume overseas call centres; our expertise lies with in-bound response handling and targeted outbound telesales/telemarketing.

We have both power and predictive dialing, voice recording and hot key transfer facilities plus auto efax.

Our operating hours are 8am to 10pm, seven days a week, backed by a programmable IVR system for out of hours calls.

Quality is as important to us as quantity, we have an experienced team of Quality Supervisors who monitor both operator and technical performance.



Our Buhrs polywrapping line offers the capability to nest items within the front or back cover of a main brochure if required. Online inkjet personalisation further increases efficiencies and savings.

IN A TYPICAL YEAR WE:

- Polywrap 10 million packs
- Enclose 60 million items
- Fulfil 10 million applications
- Manage 300 databases
- Handle millions of inbound and outbound calls
- Laser Print 20 million A4 items
- InkJet Print 30 million items

Data management.

Developed in-house, we have a powerful suite of software tools which provide leading edge data hygiene capabilities to improve the quality of your existing database and deduplicate, suppress and enhance third party lists. The data for your direct mail activity can be accepted in any format.

Our team of programmers will design and create a platform to handle responses to a specific campaign or multiple activities using all response channels.

Every possible management report that you require to assess the effectiveness of an activity is available when you need it and can be accessed by your preferred method.

Folding, nesting, collating and tabbing are all second nature. We can even affix and cancel traditional self-adhesive stamps for that more personal look to your pack if that is what the brief requires.

Laser Printing.

We have a range of laser and ink-jet printing machines on-site with output volumes in excess of 20 million items a year, so we are able to select the most cost effective method for your campaign.

We can accommodate variable text drop-ins and digitised signatures within a single run on all your personalised mailings.

We laser print all standard laser papers as well as printing onto transparent label stocks, tabulated divider sheets or other specialist application stocks in any size up to A3, either simplex or duplex on stocks from 70gsm to 200gsm.

**Call Response Analysis & Mailing (RAM)
on 020 8880 8140 for all your direct mail
and call centre requirements.**



Mark Taylor,
Print Manager for
Admail4 maintains
high standards and
attention to detail.

In house litho printing.

The print department at Admail4, our Kent based operation, received an improvement to the building and print facilities, allowing Mark to cope with a 30% increase in demand from existing Westex Group customers and new business. The demand has been primarily in direct mail print, envelopes and printed forms and pads.

**Call Admail4 on 01732 744017
for all your print requirements.**



Admail4.

Admail4 International, is the complete marketing services, mailing, handling, contract packing, printing and a fulfilment provider for customers based in the south of England.

With the M25, M23 and M20 at our door and Central London thirty minutes away by train, we are ideally located to service your needs.

Our customer base includes retailers, mail order, government print, airlines and the print and allied trades.

Complementary services that can be used individually or as part of a one-stop solution include in-house laser and colour printing, direct mail, packaging sourcing, response handling, database management, envelope supply and merchandise sourcing.

**Call Admail4 on 01732 744000 for all your
fulfilment and distribution requirements.**



Global Print Management.

Our origins are in printing for the airline industry; everything from Loadsheets and Landing Cards to In-flight Entertainment Guides, Tickets, and Baggage Tags.

We have widened our remit, which now features a whole range of products for the airline and travel industry that have nothing to do with print, but which aim to give our clients a single source of supply for a wide range of products in daily use and very best prices, with full logistical support.

AIRLINE OPERATIONAL PRINTING

- Passenger Tickets
- Excess Baggage Tickets
- MCO's
- Automated Baggage Tags
- Manual Baggage Tags
- Air Waybills
- ATB-2
- ATB-2 wallets
- CUTE Boarding Cards
- DCS Boarding Cards
- UK Landing Cards
- Many other Landing Cards
- Labels on rolls
- Labels on sheets
- Desk Diaries
- Pocket Diaries
- Calendars
- Business Gifts
- UNMIN documents
- Load Sheets
- Technical Logs
- Swing Tags
- Carrier Bags
- Fragile Labels
- Bingo Cards
- PIR's

**Call Global Print Management on 01732 743743 for all
your airline print and 'above wing' product requirements.**





Westex Ltd

7 St. Andrews Way, Devons Road,
Bromley by Bow, London E3 3PA
Tel: 0207 5 100 100 Fax: 020 7897 6605
Email: sales@westex.co.uk
www.westex.co.uk



Admail4 International Ltd

Vestry Road, Sevenoaks, Kent TN14 5EL
Tel: 01732 744 000 Fax: 01732 453 166
Email: sales@admail4.co.uk
www.admail4.co.uk

Global Print Management

Global Print Management Ltd

Vestry Road, Sevenoaks, Kent TN14 5EL
Tel: 01732 743 743 Fax: 01732 743 773
Email: info@globalprintmanagement.co.uk
www.globalprintmanagement.co.uk



RESPONSE, ANALYSIS & MAILING LTD

Response Analysis & Mailing Ltd

7-9 Crusader Industrial Estate,
Hermitage Road, London N4 1FA
Tel: 020 8880 8140 Fax: 020 8802 4189
Email: enquiries@ram-ltd.co.uk
www.ram-ltd.co.uk

Accreditations & Affiliations.

ISO9001 2000 accreditation has been held for over ten years, we have DTI Trust UK approval of our secure website as well as the Medicines & Healthcare products Regulatory Agency accreditation. Our London based call centre has FSA approval.



Westex is registered with the Data Protection Agency as a data bureau.

Trade association memberships include: Direct Marketing Association (DMA), British Contract Manufacturers & Packers Association (BCMPA), professional membership of the Institute of Direct Marketing (IDM) and we are members of the UK Lottery Council.



If you would like to visit any of the sites we'd be delighted to order you one of our liveried taxi cabs.



Westex, London E3



Response Analysis & Mailing, London N4



Westex, Essex



Admail4 & Global Print Management, Sevenoaks



Westex, Sevenoaks, Kent

Group Services

- Third Party Logistics Provider
- Response & Order Fulfilment
- Storage & Distribution
- Contract Packing
- Direct Mail Services
- Data Processing
- Laser Printing
- Polywrapping
- Lettershop
- Inkjet Personalisation
- Mailsort & Presstream
- Call Centres Outbound & Inbound
- Warehousing
- Print Management
- Litho Printing
- Airline Print
- Web Enabled Inventory Control
- E-Fulfilment
- Lotteries & Fundraising