

## Introducing FCP SORDS (Sales Order Retrieval and Distribution System)

FCP is committed to providing customer oriented solutions and tools that help make the business of doing business easier and more efficient. **FCP SORDS** is one tool that we have developed to manage order processing and inventory.

**PURPOSE:** The internet driven system allows our customers to log in and review inventory levels, place orders and shipping requests to multiple locations, view images of products for order accuracy, and track current inventory, back-orders or work in progress.

**BENEFITS:** Automatic generation of electronic invoices, sales records, and reports for monitoring inventory levels and shipment tracking; online order placement in real time; administrative review and approval of ship requests at the customer level; freight savings on multiple orders going to the same location; and full access to a database of demographic information containing key attributes of each ship-to location (e.g. fixture types, size of floor and/or shelf space). Fulfillment, kit-packing, and repackaging and reshipping from our facility are services that can be combined with **SORDS** to complete the distribution chain.

**CUSTOMIZATION:** FCP programmers can easily tailor **SORDS** to meet the specific needs of your business and provide ongoing support. Contact your account executive or account services representative for more information!

## Spotlight on...Kit-Packing, Fulfillment and Warehousing

In 2006 FCP purchased a 150,000 sq. ft. climate-controlled facility on Lee Road in Rochester to expand its kit-packing, fulfillment and warehousing services. We have:

- a dedicated department for packing complex in-store signage kits
- lock-down rooms monitored by closed circuit TV to ensure a secure environment throughout all phases of production, storage and shipping/receiving
- shrink-wrapping lines with batch counters
- bar code label customization for inventory control and tracking
- hi-speed automated poster rolling
- pre-planning and resource allocation to guarantee accuracy and quality control



## FCP on Top 101 Printers List

Flower City Printing is ranked 93rd on the 2007 list of the Top 101 printers in North America. The list published by **Graphic Arts Monthly** magazine ranks printing companies based on annual sales. Capital expenditures for the company totaled over \$3 million last year and included the purchase of a kit-packing, fulfillment and warehouse facility on Lee Road in Rochester, new finishing and pressroom equipment, and system upgrades.

Flower City Printing employs 292 in the Rochester, NY area.

## Registration Open for IRDC 2007

Registration is now open for the seventh annual VM+SD International Retail Design Conference, September 19-21 at the InterContinental Buckhead in Atlanta. Speakers from retailers such as Wal-Mart, Ann Taylor, Best Buy, Coca-Cola, Kenneth Cole, Microsoft, Nike, Publix and Holt Renfrew are scheduled to participate. Go to [www.irdconline.com](http://www.irdconline.com) for more information.

## Did You Know?

Marketers' fixation on youth may mean that an important part of the population is being overlooked. A study by Unilever found that the 78 million baby boomers in the U.S. (anyone born between 1946 and 1964) are responsible for 60% of all shopping dollars spent on consumer packaged goods.

# [www.fcp.biz](http://www.fcp.biz)

Quality products, honestly represented. Expect nothing less.