

## **Helm Announces Launch of PrintFill, A Proprietary Print Management Solution**

Highland Park, Michigan (June 3, 2008) Helm Incorporated, a Highland Park-based specialty fulfillment company, has added to their significant print management capability with the launch of PrintFill, a best-in-class print management system that simplifies the print fulfillment process and adds to the overall cost effectiveness of a print management and fulfillment program.

PrintFill simply adds to Helm's already-impressive print management experience. This robust, system-driven solution virtually eliminates "out of stock" concerns, while reducing storage, scrap and freight costs.

Print management is just one of the many types of solutions that Helm provides to clients. As the nation's largest distributor of factory-authorized service and owner information, the company has become known as a premier provider in this area, with special expertise in integrating print management into larger, more comprehensive initiatives.

PrintFill is a customized module within Helm's comprehensive Flexfill<sup>G3</sup> integrated system platform, and fully supports Helm's corporate mission to develop total cost management solutions and deliver unmatched customer satisfaction.

"PrintFill fits perfectly into our total cost containment initiatives," according to Garry Cole, Vice President Marketing at Helm Incorporated. "We stress to our customers that for every dollar spent on printing, another six dollars is spent on related services, such as warehousing, creative services, management and review, fulfillment and distribution, obsolescence, and related administrative costs. PrintFill can have a positive impact on each of these costs."

### **About Helm**

Helm is a specialty fulfillment provider based in Highland Park, Mich., which focuses on Branded Merchandising, Publications Management and Fulfillment, as well as more traditional Fulfillment. Established in 1943, Helm supports some of the most recognizable companies in the world including ArvinMeritor, BP Lubricants/Castrol, Carhartt, Chrysler, Ford Motor Company, FTD, General Motors, Hino Trucks USA, Honda and NAPA Auto Parts. As an ISO 9001:2000 certified company, Helm is recognized for its unique approach to fulfillment emphasizing cost reduction and customer satisfaction, its "best practices" technology platform, and its ability to harness efficiencies of its in-house marketing and fulfillment resources. Helm is the nation's largest provider of *factory-authorized* service and owner's information. Additional information is available at [www.helm.com](http://www.helm.com).