

Helm Announces Partnership with Carhartt

DETROIT (May 6) – Helm Incorporated, the Highland Park-based specialty fulfillment company, announced that Carhartt, Inc., the premium workwear manufacturer for men and women, has selected the company as its fulfillment partner.

Helm is responsible for the warehousing, inventory management and fulfillment of marketing and sales literature distributed to more than 11,000 retail locations in North America that carry the Carhartt brand. Carhartt's retailers range from small family-owned general stores to national chain retailers. Additionally, Helm will fulfill a variety of consumer promotions.

“We selected Helm because of its organizational strength, and also its expertise with retail environments. This combination is critical not only to meet our daily needs for consistent, predictable service, but also to facilitate our marketing vision which is to drive purchase intent and increase brand awareness. We believe that world-class customer service to our retailers and customers is fundamental to achieving these goals” said Ernie Everly, Carhartt's Manager of Marketing Services.

Helm focuses on specialty fulfillment services including *One-to-One* targeted distribution, *One-to-Many* mass distribution, *Push*, where distribution is initiated by a central source, and *Pull*, where users request fulfillment from various channels including centralized web sites. Complementing these services are integrated resources enabling the company to provide turnkey solutions: a contact center, digital and offset printing, administration, creative services, and merchandising.

“Carhartt is one of the most well-established, iconic brands in the apparel marketplace today. We look forward to helping them achieve their goals as their marketing and execution partner,” said Garry Cole, Vice President of Marketing.

About Helm

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

About Carhartt, Inc.:

Carhartt, Inc. combines heritage and innovation to create authentic workwear that guarantees to get the job done right. Since 1889, Carhartt has been the premium workwear brand of choice for hardworking men and women thanks to a history of continuous innovation and a commitment to high-quality and durable products and services for its

consumers both on and off the job. Headquartered in Dearborn, Mich. with more than 4,500 employees worldwide, Carhartt (www.carhartt.com) is privately owned and managed by the descendants of the company's founder, Hamilton Carhartt.

Carhartt: Work Strong.

#

CARHARTT and WORK STRONG are registered trademarks of Carhartt, Inc.