

Helm Enhances Print Management Capabilities

DETROIT (April 4) – Helm Incorporated, the Highland Park-based specialty fulfillment company, recently enhanced its digital print center by adding a Xerox Nuvera Digital Production System and a Bourg Integrated Document Binder to its cadre of resources.

As an integrated specialty fulfillment company for some of the nation's leading companies, Helm continuously enhances its in-house services that comprise the marketing and fulfillment initiatives that run through its organization. The company's goal is to ensure optimal value-driven solutions for its clients through vertical integration of its services.

“The latest additions to our digital print center are part of our commitment to identify and provide *total cost containment* solutions,” said Chuck Stocks, Vice President of Operations.

“With the Xerox Nuvera, for example, we are able to print on a wider variety of paper types — including much thinner stock. This impacts the specifications of the final publication by reducing its weight, which significantly reduces shipping costs. Depending on quantities produced, clients can save thousands of dollars in transportation alone.”

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, owner and technical publications, the company has become known as a premier provider in this area, with special expertise in integrating print management into larger, more comprehensive initiatives.

About Helm

Helm is a specialty fulfillment provider based in Highland Park, Mich., which focuses on Branded Merchandising, Publications Management & 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, 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 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.