



Endicia®

Case Study: Atlantic Coast Media Group



Rejuvenating beauty through science.

Since its founding in 2005, the Atlantic Coast Media Group (ACMG) has grown dramatically by marketing and supplying innovative, high-quality health and beauty products to consumers in the U.S. and Canada.



The company's own health has been enhanced by its ability to quickly and efficiently fulfill orders for products like Hydroxatone® AM/PM Anti-Wrinkle Complex and Hydrolyze Under Eye Treatment.

"In this business, we strive to engage consumers based on the value of our scientifically-advanced products and then fill their orders seamlessly," said Andrew Surwilo, co-CEO of ACMG, which is based in Jersey City, N.J. "That's the only way to foster direct and lasting relationships with our customers."

The Situation

In the early days of the business, the company was filling about 8,000 packages per month via the U.S. Postal Service®, using a labor-intensive manual shipping system. As its print, television, online, radio and direct mail advertising channels blossomed, the company knew it would need to simplify and upgrade its shipping system in order to keep up with the demand for its popular nutraceutical and cosmeceutical products.



"The opportunity for growth was substantial, but so were the challenges we faced," explained co-CEO Thomas Shipley. "We had to find a better method of shipping in order to truly capitalize on the growing popularity of our products."

The DYMO™ Endicia® Solution

ACMG turned to DYMO Endicia, a trusted and approved partner of the U.S. Postal Service, offering the industry's most efficient and affordable online shipping software solution. A key reason for choosing DYMO Endicia was its ability to easily integrate into the company's workflow system to generate shipping labels and print postage.

According to Surwilo, the DYMO Endicia system was very easy to implement. The company suffered no delays or disruptions during the simple transition as they were online in a matter of days. ACMG began to reap the benefits immediately, especially thanks to the automated delivery address verification system, which enables erroneous addresses to be corrected before the product ships.

“Address verification is a significant advantage — it saves us time and money, but more importantly, gets deliveries to the customer on time,” Surwilo explained. “That helps ensure customer satisfaction and loyalty to our brand.”

DYMO Endicia is an industry leader, thanks to these and other innovative technological advancements, such as batch printing, database integration, hidden postage, SCAN service, bundled features and more. These services help businesses like Atlantic Coast Media Group succeed with no slow-down of work or productivity, important advantages for fast-moving entrepreneurial enterprises.

Importantly, added Surwilo, the company has benefitted from DYMO Endicia’s stellar customer service capabilities, which were especially appreciated during their rapid growth.

“We were comfortable with DYMO Endicia because their founders were entrepreneurs themselves; they had been there, done that. They understand the issues that small- to medium-sized businesses go through,” he explained. “They have anticipated our needs for growth and have been proactive and responsive throughout our relationship.”

The Future

The implementation of the DYMO Endicia system could not have come at a better time for Atlantic Coast Media. Today, five years after the company started, it is shipping about 150,000 packages each month, a volume almost 20 times higher than its original levels.

Moreover, the company estimates that the DYMO Endicia system, which enables them to save time, reduce labor costs, avoid the expenses associated with inaccurate addresses and take advantage of the Postal Service™ various shipping methods based on the unique specifications of each package, among other efficiencies, is helping the company reduce postage costs by, on average, a whopping \$100,000 per month.

“We would not have been able to meet our growing demand or generate these significant costs savings without DYMO Endicia,” said Surwilo, who added that the company has plans to grow internationally in the coming months and years.

“We have no doubt that, as we expand, DYMO Endicia will be right beside us every step of the way.”

To learn more about Atlantic Coast Media Group, visit www.atlanticcoastmedia.com.



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