

Evenflo®

Excellence In Baby Care
Delivered To Your Doorstep



www.endicia.com
800-576-3279.140

For excellence in baby care and juvenile products, there is Evenflo®. To help deliver that excellence to your doorstep, there is Endicia.

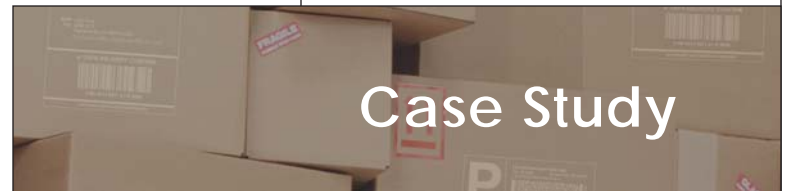
For over 85 years, Evenflo has been a leading global innovator of infant equipment. It is now a top global manufacturer of high-quality baby care and juvenile products.

Background. Starting as a company that exclusively distributed baby care products, such as reusable and disposable nursers, Evenflo now satisfies the needs of children from birth to pre-school age. Its products are numerous and include car seats, strollers, high chairs, play yards, and travel systems.

Evenflo is committed to innovation, safety, and comfort and designs its products with a focus on what is best for mothers and their babies/toddlers. It incorporates what it has learned from consumers via its exclusive ParentLink Hot Line and considerable qualitative and quantitative research to better its current products and create new, innovative offerings. Such innovative products include the Elan™ Feeding System, an all-in-one system providing breastfeeding tools and solutions from pumping, to storage, to feeding, and the Exersaucer®, the first stationary activity center. The Exersaucer offers a safe alternative to infant walkers, letting babies bounce, rock, and spin without risk of injury.

Evenflo sells through a national distribution network comprised of Babies "R" Us, Toys "R" Us, Target, Wal-Mart, Sears, Kmart, Burlington Baby Depot, and others. Big sellers include its breast pumps, safety gates, high chairs, car seats, travel systems, and Exersaucer line, among other products.

Evenflo's marketing and sales operations extend internationally with an emphasis on markets throughout the United States, Canada, and Mexico.



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Endicia's Role. Evenflo uses Endicia and the Postal Service to ship small packages (weight under two pounds) containing replacement parts: car seat pads, washers, stroller wheels, to name just a few. At the mail station, postage labels are generated, printed, and affixed by any of five staff members using Endicia from a single PC connected to a Zebra thermal label printer. The Department then utilizes Postal Service carrier pickup to retrieve the parcels.

Evenflo takes advantage of Endicia Professional to streamline its shipping done through the Postal Service. After an Evenflo worker scans a barcode that matches the consumer's order number, Endicia Professional retrieves the customer's name and address and automatically performs a ZIP+4 address verification. Upon placing the parcel on an integrated scale, the weight, mail class, and postage amount display on the computer screen. After pressing "Print," the label prints within seconds. The worker is then ready for the next order. At day's end, Evenflo uses Endicia Professional to post back the shipping cost, the mail class, and the electronic Delivery Confirmation number to its database.

Evenflo particularly likes the time savings and increased accuracy resulting from the retrieval of customers' names and addresses via barcode scanning compared to their manual entry. Additionally, the barcode scan and Endicia Professional integrate easily with its Phoenix Order Entry System. Moreover, from a training perspective, Endicia has been very easy to learn.

The Endicia features used most by Evenflo are Stealth Indicia and database integration. Using database integration, Evenflo speeds the process of printing postage labels and, due to the post-back of electronic Delivery Confirmation numbers, eliminates the need to manually confirm that orders shipped.

States Debi Bair, Evenflo's Replacement Parts/Returns Supervisor:

"Endicia has really increased our efficiency and added to our bottom line. We've been able to reduce our allocation of labor plus we've saved thousands of dollars compared to our previous service and are not under contract. My only regret is that we didn't hear of Endicia sooner."

The Future. True to its motto, "Best for Baby™," Evenflo will continue developing and manufacturing products that keep babies and toddlers safe, happy, and healthy. The Replacement Parts/Returns Department will keep using Endicia to streamline its shipping and will likely take advantage of more Endicia features, including customizable e-mail notification, label customization, and return shipping labels, to better serve its customers and further brand the company.

To learn more about Evenflo, visit www.evenflo.com.

