

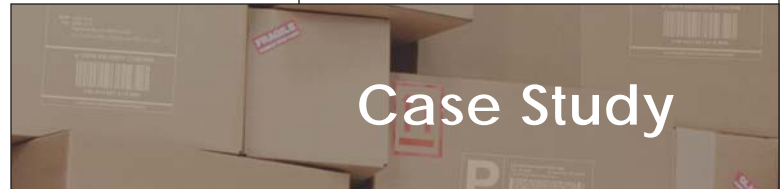
Firefighters Bookstore™

The Most Complete Source of Educational Material for Fire and Emergency Services



www.endicia.com
800-576-3279.140

Firefighters Bookstore serves the firefighting community. Specifically, it sells books and training material to firefighters, aspiring firefighters, fire training academies, and anyone purchasing on their behalf. Other rescue professionals and emergency medical technicians will also find themselves well served.



Background. Founded in 1985 by Peggy Glenn with just \$55 and sheer determination, Firefighters Bookstore has become the most comprehensive source of books, videos, and software for fire and emergency services. With firefighting being a very cooperative field, in which information is shared freely among agencies and firefighters alike, word-of-mouth has proven to be the number one sales vehicle for Firefighters Bookstore. Firefighters Bookstore also sells via a proprietary Web site and CD rom catalog. In all, it ships 70 to 100 parcels per day and generates approximately 1.5 million dollars in revenue a year. Textbooks, particularly those used to prepare for promotional exams, are its biggest seller.

Firefighters Bookstore ships about 30% of its parcels with the Postal Service. Nearly 75% go Priority Mail, 21% International Mail, and the remainder Express Mail and First-Class Mail. Its penchant for using Priority Mail is due to the savings in cost and time afforded by the flat rates – Priority Mail Flat Rate Box and Flat Rate Envelope. With the rates being constant irrespective of weight, shipping by Priority Mail Flat Rate Box or Envelope is particularly cost-effective for heavy shipments, such as books. Additional cost savings arise from the free Priority Mail boxes and envelopes supplied by the Postal Service. In fact, when a customer's order fits into a Priority Flat Rate Box or Envelope, Firefighters Bookstore diverts the shipment from UPS to the Postal Service because doing so saves it money. Secondly, it diverts shipments from UPS to the Postal Service when merchandise is small and ships more quickly via the Postal Service.

Not only has Firefighters Bookstore's use of Priority Mail provided savings, it has actually helped Firefighters Bookstore grow the business and better serve its customers. Since its customers almost always receive in-stock merchandise within two days of ordering when shipped by Priority Mail, the customers are extremely pleased by the quick turnaround and, as a result, place additional



orders and tell other firefighters about their positive experiences with Firefighters Bookstore. These word-of-mouth accounts, in turn, generate further business for Firefighters Bookstore.

Endicia's Role. An Endicia Premium customer since 2003, Firefighters Bookstore uses Endicia for postage, insurance, and tracking. Endicia became attractive to Firefighters Bookstore once it discovered that, with Endicia, it did not have to fill out Postal Service paperwork, specifically for insurance and postage. With its reliance on Priority Mail flat rates and Endicia's ability to print postage labels for those mail types, among others, Endicia has been a great fit. Firefighters Bookstore prints its postage labels using a Zebra printer, with the 4 inch by 6 inch self-adhesive thermal labels being ample in size and excellent for presentation purposes. Additionally, Firefighters Bookstore employs Endicia Insurance, avoiding the extra paperwork and saving up to 67%. Moreover, with the key importance of timely shipment delivery, Firefighters Bookstore takes full advantage of Endicia's electronic Delivery Confirmation (e/DC). By viewing delivery status and statistics online, Firefighters Bookstore can easily see when its shipments were delivered and determine how well the Postal Service is servicing its clientele; plus, with e/DC being free for Priority Mail compared to the \$0.50 retail price, Firefighters Bookstore again saves using Endicia.

Firefighters Bookstore uses Commerce Management System (CMS) by NewHaven Software, an Endicia integrated partner, to streamline order fulfillment and otherwise help run the business. CMS acts as catalog management software, providing Firefighters Bookstore with everything about the order, the customer's history, the shipping options, product pricing, and pretty much whatever else is needed to operate the business. CMS also streamlines the printing of postage labels by integrating with Endicia.

Firefighters Bookstore likes Endicia's shipping information and the ease of accessing it, the instant e-mail receipts of postage purchases, Stealth Postage, and the technical support that Endicia provides. With online viewing of account transactions (postage purchases, postage prints, trackable items, Endicia insured items, and InstaPostage) and delivery status for shipments with e/DC, Firefighters Bookstore saves time and otherwise benefits from knowing how and when orders shipped, to whom they shipped, and when they were delivered. For accounting purposes, the owner, Peggy Glenn, finds extremely helpful the instant e-mails she receives when postage is purchased, since she needs to know of the purchases but is not the one making them. By hiding the postage amount, Stealth Indicia enables Firefighters Bookstore to charge a fair shipping and handling fee without angering its customers. Though Firefighters Bookstore infrequently needs to utilize Endicia's technical support, when it does, generally for international shipments, it quickly gets answers.

Commenting on what Endicia has meant to business, Peggy Glenn states:

"Endicia has saved us about an hour a day, freeing up my shipping staff to ship more orders, which, in turn, has enabled me to spend more time on promoting the business."

To learn more about Firefighters Bookstore, visit www.firebooks.com.

