



NEWS

Media Contact:

Gary Latz

Vice President – Marketing

a2b Fulfillment, Inc.

Tel. 706-454-0195 x 210

gary@a2bf.com

a2b Announces expansion of relationship with Orchard Brands' Haband Division
GREENSBORO, GA. –

a2b Fulfillment, a third-party logistics provider with a specialty in value-added services, expands its partnership with Orchard Brands catalog group's Haband division. a2b provides outsourced support for Quality Control, Repackaging and Label Compliance activities for soft and hard goods.

"By partnering with a2b Fulfillment, we streamline our operation, allowing us to focus on our catalog operations. Our vendors benefit because a2b Fulfillment has the experience, skills and trained labor to perform the receiving, storage, kitting, assembly, rework and reverse logistics tasks that are needed," says Bill Bonzulak, VP of Operations for Orchard Brands.

Haband has worked with a2b Fulfillment for 5 years. Each year the volume of work outsourced to a2b Fulfillment has increased. Today, nearly all of Haband's outsourcing is performed by a2b Fulfillment.

Ayal Latz, President of a2b Fulfillment commented, "We have grown the relationship with Haband and their vendors over the years because of the ever-growing understanding of the unique needs of all parties. We have proven that we can be flexible, consistently provide value and do so at low cost to Haband and their vendors. Because we view this as an important element of our business, we're always looking for ways to become more efficient and expand our value proposition."

Ravi Singh of LGP LTD, (www.lgpltd.com) one of Haband's vendors commented, "Their close proximity to Haband's facilities and their wide variety of services made a2b Fulfillment an ideal partner when we were looking to streamline our procedures and become more cost efficient."

To learn more about a2b Fulfillment, visit www.a2bf.com . For more information about Haband and Orchard Brands, visit www.orchardbrands.com .

About a2b Fulfillment

Based in Greensboro, GA, a2b Fulfillment offers a strategic location for economical warehousing and logistics services. The Southeast US location allows for faster delivery and lower overall freight costs for a national shipping program. Both Business to Business and Direct-to-Consumer clients are serviced by a2b Fulfillment. Order Management, customer care and credit card processing programs are available. For more information, please visit www.a2bf.com. a2b Fulfillment is an active member of IWLA, SWA, ERA, DRMA, and WERC associations.