

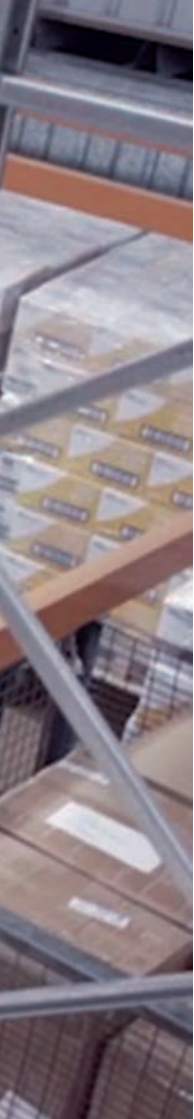
Handline Fulfilment Services





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We're on a mission to make unique direct marketing experiences more accessible to ambitious brands.

Our handline fulfilment services are affordable and can adapt to bespoke requirements without the significant ramp-up costs of robotised third party logistics services.

We cover multiple requirements such as product sampling, event packs, promotional bundles and stock reworking, for ad-hoc campaigns or regular ongoing projects.

Our fulfilment services

With a dedicated warehouse and handline staff, we can store, prepare and ship physical products and samples on your behalf. We also offer creative support or off-the-shelf packaging solutions to ensure optimal shipping protection and presentation.



HANDLINE OPS

Our team can complete projects of any size or complexity and we're used to working with tight deadlines.



LOGISTICS

For all incoming stock as well as outgoing shipments we can assist you with the logistics of your project.



PRINTING

Our commercial printing services help you create packaging or inserts to be included in each item.

PLUS:

- ✓ Container unpacking
- ✓ Inventory Management
- ✓ Order Fulfilment
- ✓ Goods receipt



STORAGE

We provide secure storage solutions to hold your stock or processed items until they are required to be shipped.



DIRECT MAIL

As an Australia Post Bulk Mail partner we can assist you with any distribution needs at the most competitive prices.



WHITE GLOVE

For delicate or valuable items, we provide a 'white glove' service.



What is handline fulfilment?

Handline fulfilment requires specialist staff with careful hands to work as a team to efficiently process stock to create complete products or packs that can be used for marketing purposes.

The team operates in a clean warehouse facility to receive your stock and transform it into the final product ready for shipment. Our mail house team takes care of any printing, packaging or distribution needs, as well as overseeing all project management and logistics needed to move items from A to B.

The work our handline ops team undertakes normally falls into one of three categories:



REWORKING

The team modifies your stock to improve the presentation, including changing labels for branding or language purposes.

Our team can carefully complete the fixes for large volumes in flawless detail.



KITTING

We display a product in bespoke packaging, such as collating and inserting into an envelope or affixing products to carrier cards.

This approach is perfect for producing FMCG sample packs as well as retail products.



BUNDLING

The team packs multiple items together to create a new product bundle.

This is a great solution for building up event welcome packs and gift boxes for promotional purposes.

Why is it useful?

Marketing Campaigns

When you want to make a lasting impression with a new business lead then a handline fulfilment team is perfectly placed to help.

Preparing Retail Goods

If you need to rework print or pack products ready for retail, our handline and mail house teams can focus on the fiddly details to provide a fast turnaround.

Events

For building up ticket/lanyard event packs or press packs, rely on our handline team to collate and pack and send the items that you need to distribute to your database.

Product Sampling

Sample packs can contain several varieties or flavours of product and can be given out by hand, sent to a database of interested customers or distributed en masse to homes or businesses in areas that you select.





Get your product in buyers' hands

When customers can try your product without having to lift a finger, they are more likely to return to stores to make a purchase.

Create a unique brand experience

Bundle together products and marketing collateral to make a lasting impression with influencers or decision makers.

Complete fiddly modifications

Swap generic labels and branding, or remove unsightly stickers from raw product to prepare it for retail without the hassle of resourcing the work yourself.

Short run projects/campaigns

Complete event packs or distribute a shipment of product in bulk to consumers without the time overheads.

Who uses handline fulfilment services?



MARKETERS

Physical experiences such as samples and gifts can help make a lasting impression. Whether you are looking to target a small audience such as influencers or loyal customers with a special introduction to a new product or distribute samples en masse, handline fulfilment teams take the time-consuming, stressful production tasks off your hands and let you focus on the creative and analysis.



LOGISTICS MANAGERS

When you need to make last-minute manual adjustments to stock, rely on A&O's handline team to process large volumes of product to your exacting specifications without a fuss.



AGENCIES

Do you have clients who need to launch direct marketing or product sampling campaigns? We understand that clients can have challenging expectations (especially on Fridays!). We also get that agencies require complete loyalty, a high degree of professionalism, discretion and accurate pricing at the outset of a job to accurately forecast costs and charge the client accordingly.



3PL PROVIDERS

If you operate a larger robotised 3PL house, it may not be feasible to complete product reworking by hand on behalf of your retailers. We provide a simple white-label solution to ship stock to our warehouse for processing and then back to you for adding to pick and packing lines.

How are products distributed?

Once the handline process is completed, products needed to be forwarded to their next destination, such as a consumer, retailer or event.

A&O works with you to organise the distribution of your processed items, by providing reliable and cost-effective mailing services or coordinating directly with your current 3PL provider.



Bulk Mail

Some kits are intended for shipping direct to consumers in bulk, and don't require adding to pick and pack lines for real time shipment. A handline team can provide bulk shipments to your customers as soon as stock is available.

As a Bulk Mail partner, A&O is well versed in all varieties of mailing, and are perfectly placed to recommend the best shipment types for your project.



E-commerce

It's possible to sell products online without investing in the complex logistics and shipping solutions that are afforded by established retailers.

If you have a smaller product line that you sell via channels such as social media, our handline team can hold your stock and take regular shipment instructions to prepare and post your retail items whilst providing a report of tracking numbers.



Point of Sale

Point of sale kits are essential to ensure that your product is presented perfectly at every location that it is marketed.

However, constructing the kits in large volumes can be a repetitive, time-consuming task. Handline teams can prepare and distribute point of sale kits where you need them.



AUSTRALIA
POST

Journey of a project

1 PLANNING, DESIGN & DATA

We help you prototype and visualise any outer packaging and plan the distribution to your audience, including timelines and personalisation requirements.

2 RECEIVE & SECURE STOCK

Your stock is securely stored in our warehouse until you are ready to begin the campaign.

3 HANDLINE & PRINTING

Our handline team ensures that your items are processed and pack to your exact specifications, including any printed items.

4 LOGISTICS & DELIVERY

We ensure that the packaging are properly addressed and oversee delivery via courier or Australia Post.

Handline Ops in action: Our Bali Your Bali

There's no denying that we Australians love Bali. We love the people, we love the food, and we love the way of life.

However, daily life for those living in Bali has changed dramatically since the heydays of 2019. The lack of global travel due to COVID-19 has been a catastrophe.

The sharp downturn hasn't just affected jobs; it has affected education, mental health and even essential nutrition.

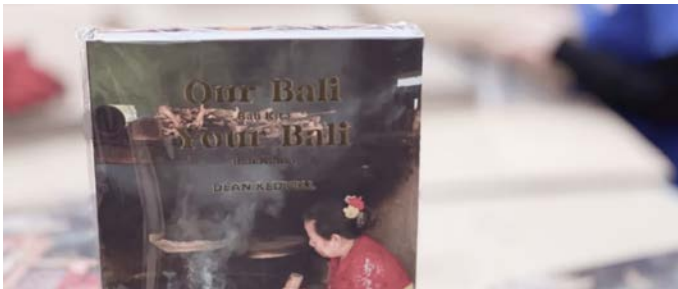
Dean Keddell is a renowned Australian chef who owns Ginger Moon Canteen and Jackson Lily restaurants in Bali.

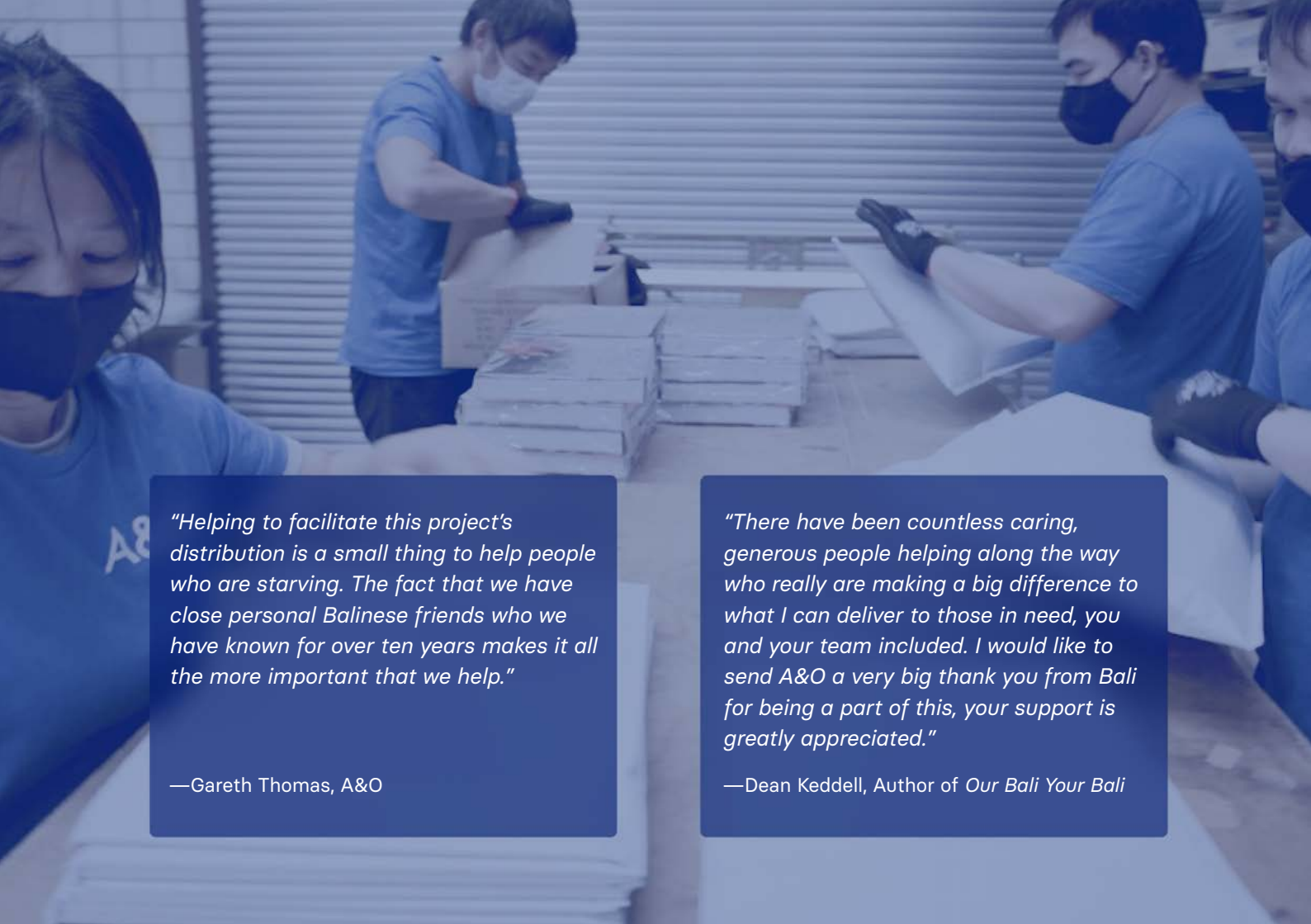
He created a fantastic Balinese cookbook, *Our Bali Your Bali*, to raise essential donations while reminding us of all culinary delights the country offers.

The book has raised over \$300,000 from the sale of nearly 4,000 copies sold, with the proceeds going to 5 different Balinese charities.

A&O deployed our handline ops team to tackle the considerable task of packing and posting the books arriving from the printer in China to fulfil the retail orders made online for Australian and global customers.

After unpacking the container, each item is carefully removed from the freight pallet, placed in a secure cardboard box (to preserve the integrity of the superb quality hardback book), addressed and shipped with Australia Post.





"Helping to facilitate this project's distribution is a small thing to help people who are starving. The fact that we have close personal Balinese friends who we have known for over ten years makes it all the more important that we help."

—Gareth Thomas, A&O

"There have been countless caring, generous people helping along the way who really are making a big difference to what I can deliver to those in need, you and your team included. I would like to send A&O a very big thank you from Bali for being a part of this, your support is greatly appreciated."

—Dean Keddell, Author of *Our Bali Your Bali*

Why A&O?

With A&O, you can trust that we deliver perfection while reaching your deadlines. We also make sure that your journey with us is as enjoyable as possible.

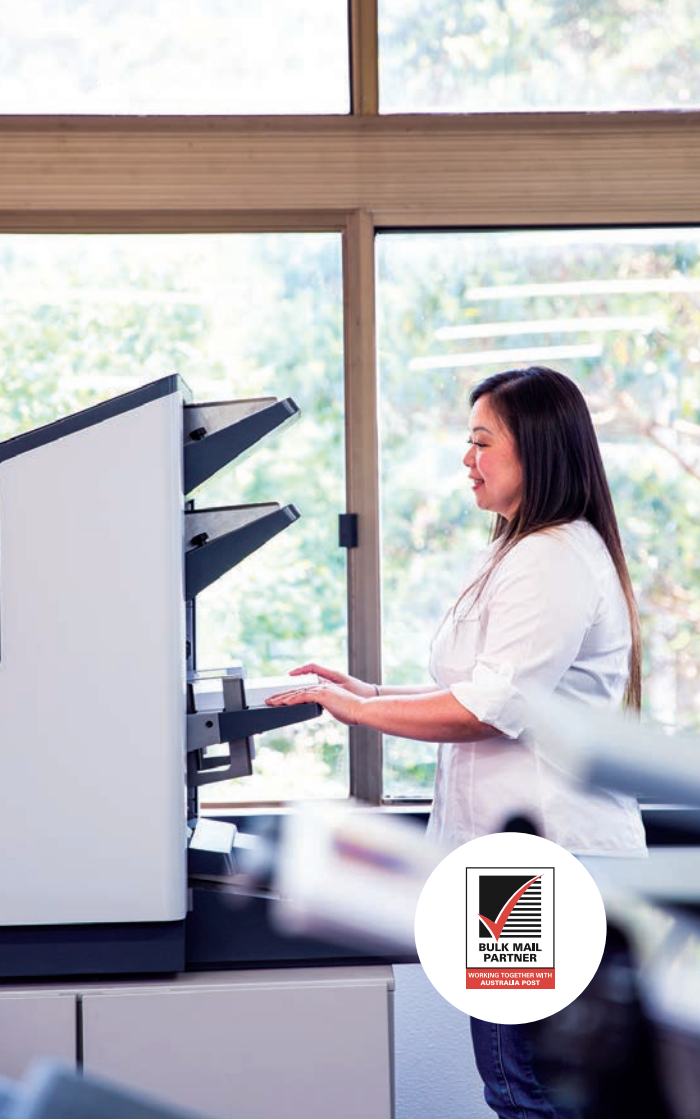
From the first phone call to campaign execution, our clients are left under no illusion that collaboration is king. We respect all elements of the brief and sweat the finer details to ensure that there are no misunderstandings or discrepancies in the outcome.

Direct Mail & Unaddressed Mail

A&O provides reliable and cost-effective direct mail solutions, with outstanding service levels and attention to detail that sets us apart from our competitors. Being an accredited Australia Post Bulk Mail Partner means that we're recognised as a key partner to tackle all forms of addressed and unaddressed mail in house.

Print

Our commercial printing services are perfect for producing high-quality personalised letters, brochures, magazines, packaging and envelopes.



Our Team

We pride ourselves on A&O being a safe pair of hands when it comes to each and every brief we take on. Across our team of industry experts, you can rest assured that you will have the experience needed to complete your project successfully.



Gareth Thomas

MANAGING DIRECTOR

With over 20 years of experience in fulfilment and direct mail projects marketing, Gareth has worked with leading brands such as Adobe, Nextdoor, BMW, Max Mara, YSL and Google.



Lina Halim

PRODUCTION DIRECTOR

Lina has 15 years experience in handline fulfilment and mailing campaigns. She has overseen time-critical projects for Bauer Media, Hermes, Australian Geographic and many other household names.



Bruno Biguetti

CUSTOMER SUCCESS

Bruno has worked in the most demanding customer service environments for over 10 years and is focused on ensuring that you receive the highest professionalism and communications.



Oli Askew

BUSINESS ANALYST

Oli has over 8 years experience working with creative and development teams to design, develop and deliver business-critical software applications.



Hendro

PRODUCTION ASSISTANT

Hendro brings his superpowers of production to every job. He is a technical tour de force; capable of whatever is necessary to solve a problem and save a deadline.

Get started

Give us a call or visit our website to get started on your next handline fulfilment project.

1 BRIEF

Let us help you prepare a foolproof brief for your project.

Jump on a Zoom with a member of our team to discuss all the finer details of the handline work that you require plus any logistical, printing or distribution requirements that will help your project run smoothly.

2 SAMPLE

Send us a sample of the stock you would like us to work on.

It's always helpful to receive some samples or prototypes up front so that our team can trial run and estimate the time and resources required to deliver your project on time and budget.

3 QUOTE

We'll send you an inclusive quote to complete your project.

When you're ready to commit to the project, you can accept our quote online.

4 STOCK

Once the quote is agreed, we're ready to get started straight away!

Stock can be sent directly to our warehouses for storage and processing. If you would prefer, we can also liaise directly with your 3PL supplier to exchange stock back and forth on your behalf.





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