

# E-Fulfillment

- Kitting and assembly services
- Build to order fulfillment
- Shrink-wrapping, banding and auto-bagging
- Quality assurance and weight verification
- 4 color retail carton packaging
- Warehousing and distribution
- Pick, pack & ship items



# Syneron

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Syneron® manufactures and sells medical aesthetic devices to effectively treat dermatological conditions including wrinkles, age spots, spider veins, and more. Syneron® products are sold to dermatologists, surgeons and other physicians, aestheticians and medical spa professionals.

**Syneron**

**METZGERS** GET IT DONE.

# Business Issues

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- Internal fulfillment was cumbersome, inconsistent and expensive.
- Since orders are sent to “resellers,” improved fulfillment would yield better sales to consumers



# Program Objectives

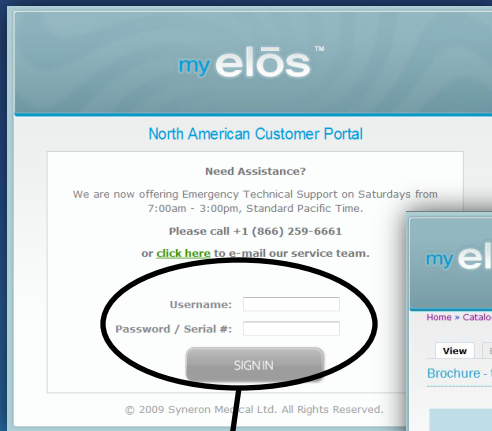
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- All-in one printing/mailing and fulfillment solutions
- Help to manage marketing material distribution with lower cost and greater efficiency and flexibility
- Print, store, assemble and ship all marketing materials under one roof to save time and money
- Professional packaging and assembly of printed marketing materials



# E-Fulfillment

- Syneron customers get exclusive access to a customer portal website, where they choose from a variety of professionally-designed marketing materials



Exclusive access

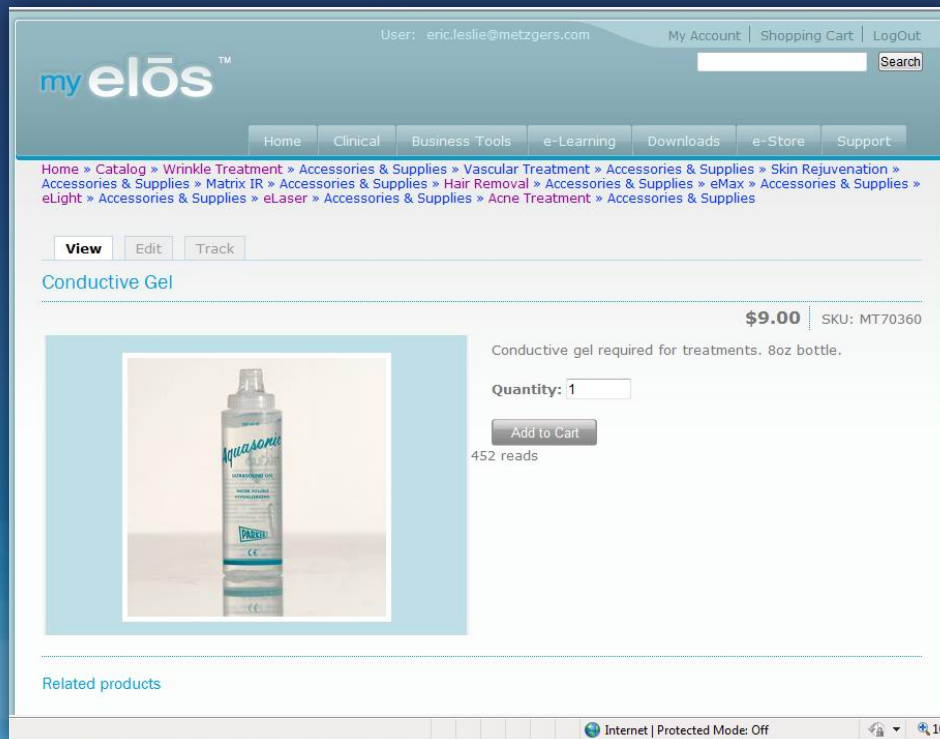


Customer has the option to customize marketing materials, while Syneron maintains corporate control



# E-Fulfillment

- Also, accessories, products and supplies to be drop shipped to the customer location



The screenshot displays the myelōs website interface. At the top, the user is logged in as 'eric.leslie@metzgers.com'. Navigation links include 'My Account', 'Shopping Cart', and 'LogOut'. A search bar is present. The main navigation menu includes 'Home', 'Clinical', 'Business Tools', 'e-Learning', 'Downloads', 'e-Store', and 'Support'. A breadcrumb trail shows the path: Home » Catalog » Wrinkle Treatment » Accessories & Supplies » Vascular Treatment » Accessories & Supplies » Skin Rejuvenation » Accessories & Supplies » Matrix IR » Accessories & Supplies » Hair Removal » Accessories & Supplies » eMax » Accessories & Supplies » eLight » Accessories & Supplies » eLaser » Accessories & Supplies » Acne Treatment » Accessories & Supplies. Below the breadcrumb, there are 'View', 'Edit', and 'Track' buttons. The product title is 'Conductive Gel'. The price is '\$9.00' and the SKU is 'MT70360'. A description states: 'Conductive gel required for treatments. 8oz bottle.' The quantity is set to '1'. There is an 'Add to Cart' button and a note that the product has '452 reads'. An image of the 'Aquasome' conductive gel bottle is shown. At the bottom, there is a 'Related products' section. The footer of the browser shows 'Internet | Protected Mode: Off' and a system tray with a volume icon and a network icon.



# E-Fulfillment

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- From posters, to brochures to complete marketing kits, Metzgers fulfills each custom order



Shrink-wrapped packs

# E-Fulfillment

- Each order is meticulously tracked

**METZGERS**  
PRINTING/MAILING

**METZGERS**  
PRINTING/MAILING

**METZGERS**  
PRINTING/MAILING

**SHIPPING REPORT** **SYNE-013816**

SYNE-etc - Corporate Headquarters  
Job Description: eFulfillment Order - Synaron Order Date: 05/27/2011

**SHIPMENTS**

SHIP TO INFORMATION: Shipment Number: **137811**

Address: Clinic manager  
American Laser Centers - Austin  
630 W 34th St, Suite 205  
Austin, TX 78705  
(248) 426-8250  
ma@alcpaper.com

Ship Via: FEDEX  
Service: GROUND

SHIP TO INFORMATION:

Address: Clinic manager  
American Laser  
630 W 34th St, S  
Austin, TX 78705  
(248) 426-8250  
ma@alcpaper.com

Phone: (248) 426-8250  
Email: ma@alcpaper.com

SHIP QTY	ITEM CODE	DESCRIPTION
1	KT70051	AquaPure Spray
1	A564407	VeloShape VSmooth Cover
1	MT70150	Single VeloShape Filter
1	KT71802	Subtle RF Standard 100 Pulses - eMatrix ONLY
1	A564414	VeloShape VConcur Cover

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# In Their Own Words

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Need quote...



Contact us for more information on how  
**E-Fulfillment** can work for you.

**800-972-2528**

[info@metzgers.com](mailto:info@metzgers.com)

[www.metzgers.com](http://www.metzgers.com)



**GET IT DONE.**