

# DRMA News

By Jackie Jones (jackiejones@questex.com)

## Fosdick Fulfillment Expands with New Facility

*Company growth drives addition of 250,000 square-foot facility in Berlin, Conn.*

BERLIN, Conn. — Fosdick Fulfillment has expanded its capacity with a new 250,000 square-foot fulfillment facility in Berlin, Conn., designed to meet the needs of the company's significantly growing client base.

The Direct Response Marketing Alliance (DRMA) member, whose headquarters are in Wallingford, Conn., now boasts more than 900,000 square feet of warehouse space.

"As the leaders in fulfillment for As Seen On TV products, we've seen our clients expand into all manners of different sales channels from E-commerce to traditional brick-and-mortar retail," says CEO William Pappas. "This expansion

will help us fulfill all of our clients' needs, regardless of consumer channel."

"For nearly half a century, Fosdick has experienced steady growth by responding to the evolving needs of our client partners," adds George Fanolis, vice president of new business development. "This center is merely the latest manifestation of our commitment to meet those needs.

When a consumer orders from one of our customers, we stand ready to fulfill that order with experience and cost efficiency, and this new center will help us fulfill that aim."



Fosdick Fulfillment's newest facility in Berlin, Conn., above, joins two existing locations in Wallingford, Conn., and Reno, Nev.

## Meritus Payment Solutions Wins Stevie Award

*Operations Manager Scott Lamoureux is honored as customer service manager of the year.*

LAS VEGAS — Scott Lamoureux, operations manager for Direct Response Marketing Alliance (DRMA) member Meritus Payment Solutions, has been honored as customer service manager of the year at the sixth annual Stevie Awards for Sales & Customer Service.

The Stevie Awards, which honor the industry's top salespeople, contact centers and customer service skills nationwide, were held Feb. 27 in Las Vegas.

"Well deserved!" Alan Kleinman, principal of Meritus Payment Solutions, says of Lamoureux's award. "Scott upholds and perpetuates the values of Meritus and we look forward to further innovations from him."

## Northern Response's Drive-to-Retail Works Out

TORONTO — Northern Response Intl. Ltd. continues to flex its muscles in the Canadian DRTV and drive-to-retail space, successfully expanding eight new fitness items into Canadian mass retail.

The products are: I.M. Rings, The Rack, Ab Wave, Ab Champ, Chest Magic, Weighted Vest, Universal Dip Station and Ab Evolution. Partnering with key Canadian specialty fitness stores, department stores, and mass merchandising retailers such as Wal-Mart, Sears, Canadian Tire, Forzani, Zellers, GNC and Shoppers Drug Mart, the Direct Response Marketing Alliance (DRMA) member has strategically secured placement in every major retailer

of choice in Canada.

"We're pleased that our broad-based SKUs of television best-sellers and everyday fitness items are translating into mass retail success as Canadian consumers continue to demonstrate the willingness to purchase quality fitness training products," says Don Cameron, vice president of retail sales and marketing. "Our mission remains to continue leveraging the brands we've built with our retail partners, including Tower 200, P90X, Insanity, Ab Circle Pro, Perfect Pushup, Ab Roller, Total Gym, Rushfit and Gazelle among others, and to continue introducing new consumers to a healthier lifestyle."

**Response Magazine and the DRMA want to share your successes with the industry!**

To be featured in DRMA News, send your press releases and case studies to **Jackie Jones** at [jackiejones@questex.com](mailto:jackiejones@questex.com).

### NEWS CORNER

**SF GLOBAL SOURCING** hires Ray Seitz as senior sourcing manager.



Ray Seitz

**DIRECTAVENUE**, a Carlsbad, Calif.-based direct response and brand TV media-buying agency, announc-



Bill McCabe

es the addition of Operations Manager Luigi Cicciari to its team.

**A. EICOFF & CO.** names Bill McCabe president and CEO.

**CESARI DIRECT** hires Jan Van Court as its new campaign management executive and Janine Reynolds as its new media operations specialist.



Todd Kniss



Ashley Harsen

**HAWTHORNE DIRECT** announces the addition of Todd Kniss as post production supervisor and Ashley Harsen as associate producer.