

Datapak Services Corporation

fulfilling the NEEDS of business



Company Overview

About Datapak

Datapak Services Corporation is a single source provider of fulfillment and marketing solutions, offering technology-driven services to its customers for over 20 years. A fully-integrated operation, Datapak provides a suite of end-to-end services to support multi-channel campaigns.

- Products and Services include fulfillment and distribution; order management; manufacturing on demand services; merchant banking; customer service; account management; campaign reporting and analytics; marketing and creative services; and Internet services such as e-mail distribution and Web design and programming.
- Client Verticals include eCommerce, Retail, Direct Response Television and Multi Channel Marketers.
- Datapak's Sister Companies include Forward Information Technologies; Kinney Management Group, LLC.; Oak Valley Entertainment, and Kinney Charities LLC.

Executive Team

- Larry W. Kinney, President and Chief Executive Officer
- Frank D. Kinney, Chief Financial Officer
- Robert G. Lahiff, Vice President & General Counsel

Quick Facts

- In the last five years, Datapak has processed approximately 12 million orders worth nearly \$1 billion in client sales.
- Datapak currently occupies approximately 200,000 square feet of warehouse space which consists of abundant rack and bin storage.
- 80% of Datapak's business is Direct to Consumer (Multi Channel).
- 20% of Datapak's business is Retail Fulfillment and Direct Mailing Programs.

www.datapakservices.com

Headquarters:

1000 Austin Court
Howell, MI 48843
517.552.1400
www.datapakservices.com

Founded:

1988 by Larry W. Kinney

Locations:

Howell, MI
Webberville, MI

Number of Employees:

Approx. 125 full-time employees

Clients:

Large client base including
FORTUNE 500 Companies.

Industries Served:

- Beauty
- Household Items
- Health & Fitness
- Music & Video Entertainment
- Appliances & Electronics
- Sports Merchandising
- Food & Beverage
- Medical & Medical Devices
- Automotive

Certifications:

- PCI Level 1 Compliance
- SAS 70 I Compliance
- FDA Registered