

Capacity Launches Its Trademark Tagline ‘fulfillment delivered.®’

NORTH BRUNSWICK, N.J., Sept. 16, 2016 (SEND2PRESS NEWSWIRE) – Capacity LLC, trusted leader in order fulfillment, e-commerce, and electronic data interchange (EDI), has secured the intellectual property rights to its signature tagline, “fulfillment delivered.®” The company’s trademark application was approved earlier this month, officially confirming what clients already know: Capacity is a modern order fulfillment partner in a sector that often clings to outdated practices.



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This comes at a time when aging industry identifiers like 3PL and logistics provider are not consistent with the core capabilities that Capacity provides clients.

The last to touch clients’ products before they are shipped, Capacity plays a critical role in maintaining brand reputation and ensuring customer satisfaction. Their wide range of value-added services – from kitting and assembly to gift sets, custom packaging, and more – provide the finishing touches that help brands stand out and keep customers delighted. To capture that quality and differentiate the company from more providers of basic warehouse and shipping services, Capacity needed a tagline which speaks to those abilities.

“fulfillment delivered.®” zeros in on Capacity’s core mission of excellence

in order fulfillment. Two simple words clearly communicate Capacity's ability to deliver diverse, flexible order fulfillment for a digital world.

"The company brand name itself needed something more to bring clarity to those services we provide: a powerful tagline was crucial," says Marketing Director Rich Reba.

Stressing the importance of a great tagline he adds, "Taglines are extremely important for they encapsulate what a company does in a memorable way. 'Fulfillment delivered' communicates with crystal clarity what the Capacity brand is all about – delivering superior order fulfillment services."

With the approved, registered trademark, Capacity now owns the rights to the phrase to strengthen their company's brand identity.

For more information about Capacity, visit <http://www.capacityllc.com/>. Anyone interested in discussing outsourcing order fulfillment can also contact Capacity's fulfillment experts online at <http://www.capacityllc.com/contact>, or call (732) 745-7770 and select option 3.

About Capacity LLC:

Since 1999, Capacity LLC has been offering expert order fulfillment services, warehousing, value-added services, assembly services, and technology solutions to businesses globally. Capacity LLC provides a bicoastal fulfillment solution, from four facilities in North Brunswick, N.J., and a fifth in City of Industry, Calif. These strategic locations on both coasts allow for reduced transit times, cost-effective shipping, and more flexible transportation solutions. All five facilities are close to the major ports of Los Angeles/Long Beach and Newark/New York.

Capacity LLC employs cGMP methods, operates FDA registered facilities, and is NJ & CA State Board of Health approved food grade. Capacity LLC provides domestic and international distribution to companies of all sizes, from startups to household name brands who ship around the world.

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