

# Why is Selling Choice™ Imaging Supplies the Smart Choice?

## The Market is Demanding More Choice

- Over 50% of new copiers are sold by traditional copier dealers *without* supplies bundled in cost-per-copy agreements.\*
- Consumable imaging supplies are increasingly sold by alternate sources. The U.S. market opportunity for copier toner not under supply agreements or sold directly by OEMs is \$710 million at wholesale. Fax toner is worth another \$160 million.
- Office equipment is becoming more end-user friendly and easier to maintain, resulting in a self-service market.
- Most companies have centralized the purchase of copiers, printers, multifunction machines and consumable imaging supplies.



## Choice Imaging Supplies Increase Your Profit Margins

- Compatible imaging supplies are a new, significant category that provides additional revenue growth opportunities and a continuing stream of repeatable purchases.
- Compatible imaging supplies give your dealers a value choice vs. high-cost, low-margin OEM products.
- Offering Choice Imaging Supplies enhances your value to existing customers and drives new account acquisition, ultimately increasing your margin dollars.

\*Source: CAP Ventures

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IMAGING SUPPLIES

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## With Choice Imaging Supplies You Help Your Customers Save More Money

- Choice Imaging Supplies offer the same quality and performance as OEM brands, but at significant savings.
- Wide selection of easy-to-order products are available for use in major office equipment brands such as:
  - Brother
  - Canon
  - Konica
  - Kyocera-Mita
  - Lanier
  - Minolta
  - Panasonic
  - Ricoh
  - Sharp
  - Toshiba
  - Xerox
- One-stop shopping from you saves your customers the hassle of ordering from multiple companies.
- Customers can make more intelligent choices – buying risk-free products while saving time and money.

## About Katun Corporation

Headquartered in Minneapolis, Katun Corporation is the world's largest supplier of OEM-compatible imaging supplies, photoreceptors and parts, as well as a leading manufacturer of fuser rollers and other select products for the office equipment industry. More than 19,000 office equipment dealers in over 170 countries use Katun products to service their customers' machines.

With a 90,000-square-foot Research and Development Annex, Katun has long been an industry trailblazer in quality. Skilled technicians perform rigorous testing to ensure Choice Imaging Supplies deliver high performance, reliability and compatibility with OEM products.



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