

If you're selling office supplies or business print services, you're perfectly positioned to sell toner and ink.

Some valuable information to consider:

- Direct toner sales produced 379 million dollars in Revenue Worldwide in 2011, and is expected to rise to 445 million by 2015
- Printer Essentials offers blind drop shipping and a "just in time inventory" so that you can move into toner sales without filling up a warehouse with product. That gives you a near zero risk and high rate of return.
- Compatible toner is a way to increase margins on your sales and offer your clients huge savings on their print supplies. Compatible toner can save the end user up to 50% on toner and ink costs.
- The current estimate is that printing costs for the average company run 3% of gross revenue. That's a solid market segment that you are already positioned to take.
- Asset consolidation makes sense for a business that wants to simplify its vendor list and save. By offering imaging and printing supplies, you expand your footprint in your client's portfolio and make yourself even more valuable.



The Reseller's Choice