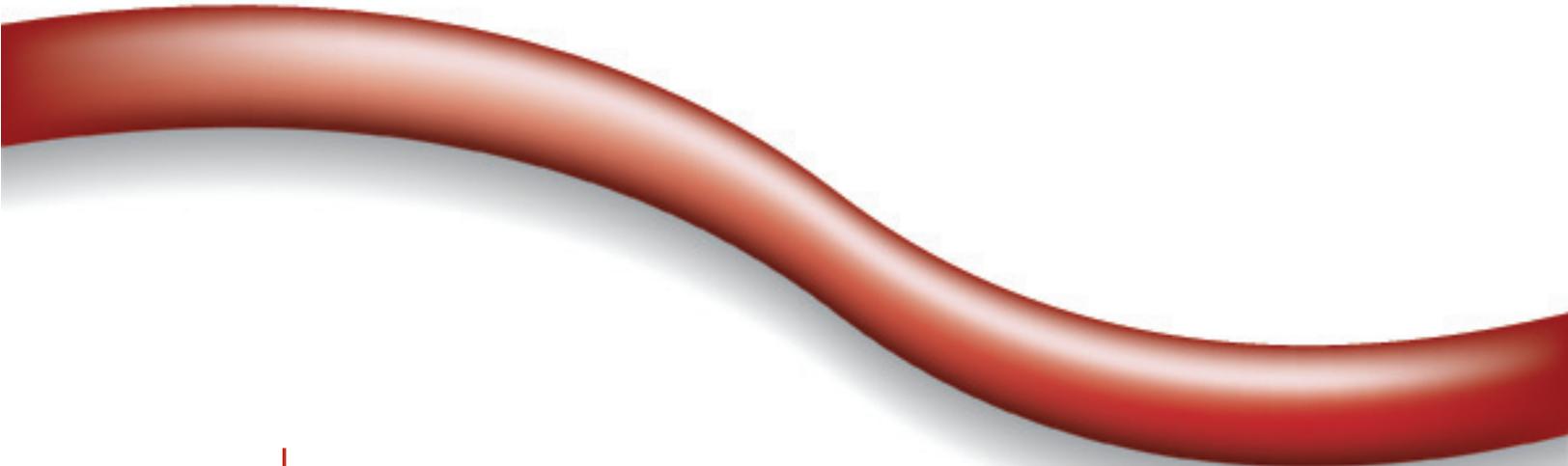


**AFTERMARKET  
COLOR TONER  
IS READY...**

**ARE YOU?**



**LMI** MPS CONSULTING SERIES

Whether you're selling imaging supplies, toner-in service contracts, or Managed Print Services you're looking to convert printed pages into some form of a profitable recurring revenue stream. You know there's an MPS (Managed Print Services) gold rush going on right now and it's likely that the MPS provider who gets there first is most likely to win the business for the next 2 to 3 years. Of course you're also dealing with today's penny pinching customers who like to race right past your value proposition to the pricing page in your proposal. And you're wrestling with how to distinguish yourself from your competition and win more business. Can you relate?

If you can, let me introduce you to the next area of obvious cost reduction in the office. You're right – it's color printing. From our research, here are 5 REASONS why we believe aftermarket color toner presents MPS providers with such a huge early market adopter advantage in 2012.

## 1 END USER SAVINGS



In Q4 2011, we conducted a survey and found that most copier dealers charge from 6 to 10 cents per color impression. Of course there are lots of factors (toner coverage, volume commitment, etc) that come into play, but that's generally what end users are paying for a letter size copy or print right now. Our findings also indicated that the average cost for a monochrome impression was between 1 to 2 cents. Despite the disparity in cost per page, amazingly we see office color volumes rising and predict that trend to continue. Add the improved expense visibility end users now enjoy with advancements in print management software and you have an easy target for cost reduction. This is where aftermarket color toner can help your company flourish.



*“Customers are buying savings in today's economy”*

Gary Willert

President and CEO of LMI Solutions

To meet that demand, LMI has invested in a breakthrough color product line that is the result of a large six figure investment in both new technology and some of the world's top minds in the science of color toner manufacturing.

## 2 COMPATIBLE ACCEPTANCE



Even before the mention of Managed Print Services, exorbitant OEM toner prices had already opened eyes and paved the way to justify quality aftermarket alternatives. Of course when it comes to color toner, the key word in the last sentence is “quality”. From our study, we found that customers were willing to move to an aftermarket product if the reseller could prove and guarantee product capability.

Doesn't this sound familiar? You've already seen this cycle with monochrome toner so why wouldn't you expect the same to happen with color toner? A quality aftermarket color toner product will help you convert OEM customers and then leverage those referrals on a sell forward basis.

## 3 LESS COMPETITION



As you've probably heard or experienced, aftermarket color toner hasn't earned the best reputation. Toner leakage, inconsistent quality and poor yields seem to be the challenges people talk about most. New technology and improved quality control systems have made huge strides toward achieving the tight Delta ranges set by the OEM products. The silver lining here is the early competitive advantage for Managed Print providers. If you're selling MPS now, you've probably crossed your fingers on a few cost-per-page agreements that included color impressions. Color can be so unpredictable. This is where aftermarket color toner can let you price deals more aggressively and still protect your margins against competitors who are slower to transition away from OEM.

## 4 SUSTAINABILITY ADVANTAGES



With Earth Day coming on April 22nd, maybe you're thinking of ways to offer your customers a greener print strategy. Perhaps you're ahead of the curve talking about print reduction strategies, and even if you know there is a corporate nod that goes with recycling anything. Especially things like used toner cartridges that scientists tell us take over 1,000 years to decompose in a regular landfill environment. That's a long time!

Spin it however you want. From our research, we found that 100% of the nation's top MPS providers have a strong sustainability spoke in their C-Level sales pitch. This is another area aftermarket color toner can make your MPS program more successful for you and your customers.

## 5 QUALITY ADVANCEMENTS



Like anything you buy, you get what you pay for. If you select the right manufacturer, you will enjoy the benefits of recent toner manufacturing advancements that have led to smaller and more consistent particle sizes. Inconsistency at the micro component level has been the primary cause of fusing and quality failures with most previous attempts in the color toner arena. Advanced aftermarket toner manufacturers now use an algorithmic calculation that provides a Delta measurement against actual OEM color toner. The lower the Delta number, the closer the product is to the OEM. This new form of quality measurement should top the list on any aftermarket color toner shopping list. Next on the list might be the assurance of a strong seal that resists toner leakage while the cartridge is in use. While some vendors may claim to have fixed the problem, our experience has taught us that this area needed a clean sheet approach to preventing this challenge that has plagued aftermarket color products to date. Of course the product quality shopping list does go on. The key is to do your research and look on the vendor sites for actual references, for proof of capability, and for a guarantee that minimizes the risk for you or your customer.

If it's been a while since you looked at aftermarket color toner as part of your Managed Print business strategy - maybe it's time you did?



### Popular Managed Print Resources:

MPS Opportunity Calculator

[www.lmisolutions.com/resources/mps-opportunity-calculator](http://www.lmisolutions.com/resources/mps-opportunity-calculator)

2012 MPS Dealer Guide

[www.lmisolutions.com/mps-guide](http://www.lmisolutions.com/mps-guide)

Jumpstart your MPS Sales in 30 Days!

[www.lmisolutions.com/how-to-jumpstart-your-mps-sales-in-30-days](http://www.lmisolutions.com/how-to-jumpstart-your-mps-sales-in-30-days)

Genesis Case Study

[www.lmisolutions.com/mps-case-study](http://www.lmisolutions.com/mps-case-study)



Visit us at [www.lmisolutions.com](http://www.lmisolutions.com) for more resources to grow your business.

LMI Solutions is a manufacturer and distributor of premium replacement color and monochrome toner cartridges, related imaging supplies and parts across the USA and Canada. LMI distributes over 1,000 SKUs including the most popular OEM vendors and was recently selected as the global leader for Managed Print Services infrastructure and MPS support.