

HOW TO...

SELL COMPATIBLE TONER CARTRIDGES

A new opportunity for sales has presented itself to our channel

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Most dealers are already active in selling compatible laser printer and inkjet cartridges to their customer base. There is wide acceptance of compatibles now compared with five or six years ago when they were more of a 'hard sell'.

This latest opportunity comes about as a result of a number of interesting trends in the hardware market. Firstly, the huge growth in multi-function machines (MFPs) is creating a demand for more 'obscure' supplies into the dealer channel. A typical office that has moved from having separate copying and printing devices may well be calling their stationery dealer as we speak, looking for a toner for their new piece of kit. Why? Because they have always sourced their printer toners from them and assume that they will also stock the toner for this device as well.

The second key trend is in the area of 'click' or 'cost per copy' contracts. This is where the hardware supplier signs a contract with the customer to cover maintenance and supplies and they are charged on a per page basis. Latest research shows that around 40% of copying devices in offices are not tied into a contract for their toner – especially for colour toner. What does this mean? It means simply, that office supplies dealers have an opportunity to supply this need. Put another way, if you supply copier paper to a customer, you may now also be able to supply the toner. Next time you are talking with, or visiting with your customer, why not ask them from where they get the toner for their copier/MFP?

Katun has launched a range of over 200 copier/MFP toners into the channel. Combined with 160 OEM (original brand) toners, this equates to a range of 360 plus copier and multi function machine toners available to the office supplies channel. Copier engineers, who make up Katun's core customer base, have been installing Katun copier toners in machines here in the UK for over 20 years. This is a seal of approval.

Our range is available from Kingfield Heath and XMA. All products are guaranteed to produce the same number of pages as their original equivalent with a print/copy quality to match. Dealers should make well over 25% margin selling this range. Katun has spent \$45m on its Minneapolis HQ laboratory to ensure that every toner, drum, and fuser unit that gets released into the market has been tested, benchmarked and approved by a highly qualified technical team. All this to help you sell. ■

TOP TIPS

- >> 1.
**IF YOU SELL COPIER PAPER,
YOU CAN SELL COPIER TONER**
- >> 2.
**IF YOU SELL PRINTER
SUPPLIES, YOU CAN SELL
COPIER SUPPLIES**
- >> 3.
**ASK YOUR CUSTOMER THE
NEXT TIME YOU TALK TO
THEM OR VISIT THEM, WHERE
DO THEY GET THEIR TONER
FOR THEIR COPIER/MFP?**