

INKFO

A monthly newsletter from Cartridge World North America

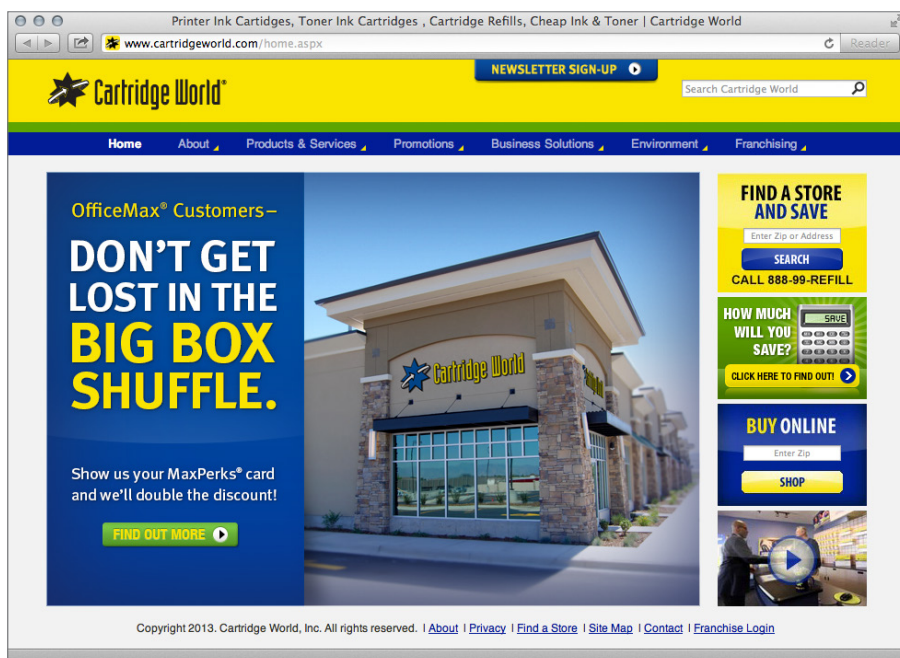
Focus on the Franchise
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MARCH 2013

TARGETED MARKETING EFFORTS UNDERWAY TO ATTRACT OFFICEMAX® CUSTOMERS



CartridgeWorld.com Homepage



Online Advertising

The marketing initiative to drive OfficeMax® customers to Cartridge World began the last week in February. The initial wave of marketing included PR and online marketing:

- More than 100 newspapers across the country ran the Cartridge World PR story. Plus the press release was sent to nearly 10,000 local media outlets surrounding CW stores.
- In more than 150 CW markets, Facebook ads are running for at least one month and target females who “Liked” OfficeMax®, Office Depot® or Staples®.
- Online banner ads in *OfficePro* magazine and online social media posts promote our double discount program as well. Promotion description can be found on CartridgeWorld.com, including a new home page slide.

Read the full article at <http://bit.ly/inkfo1303a>



Targeted Facebook Advertising

OFFICE SUPPLY MERGER MODERATELY POSITIVE FOR STAPLES

Read the article at <http://bit.ly/inkfo1303b>

WILLIAM D. SWANSON, CHIEF EXECUTIVE OFFICER
CARTRIDGE WORLD NORTH AMERICA



Team,

This month, I'm going to highlight some the things we are doing to move your Cartridge World business forward.

First and foremost, you should be in the swing of your "Win Back" campaign. Anecdotal evidence indicates to me that you are taking advantage of this program to drive increased sales in your stores. I had a conversation several weeks ago with one of our POS providers who indicated to me that he has had more phone calls on how to extract and work with the data for this one campaign than ever before.

Second, I hope your store has been the beneficiary of more than 1,300 quote requests that have been received from the Cartridge World website since January. The leads are pulled from the system daily and sent to the nearest store and the territory master. These potential customers, who took the time to go to our website and request a quote, are the most likely to place orders with you, as they have already indicated a willingness to work with Cartridge World. Please work these leads immediately to show the kind of service they can expect from your store.

Third, for the nearest compliant store within a 10 mile radius, complete contact information is sent to you for every BuyOnline order placed. You have an opportunity to sell to this customer directly by negotiating price, setting them up on your online ordering system, and managing the relationship. Not only that, profits after costs for each BuyOnline order, are distributed back to you.

I also encourage you to go to the CWIC Link system to see the latest updates, get the latest news, and research almost any issue you have in running your Cartridge World business.

And don't forget, your territory master or area representative is here to help you with whatever questions you have about running your business.

I conclude with this brief message and a quote from a Chicago sports legend, Walter Payton, who said, "I want to be remembered as the guy who gave his all whenever he was on the field." I ask you to harness that same desire and be recognized by your customers as a business owner that gives your all every day.

A handwritten signature in black ink that reads "Bill".

FIRST FRANCHISE TO RENEW IN NORTH AMERICA

CONGRATULATIONS OWNER RAY CURTIS – KERRVILLE, TX!



Kerrville employees left to right: Tony Kikhamsouk – laser tech, Diana Hayes – manager, and Alix Bahler – ink tech.

History

On February 23, 2004 Ray Curtis opened a Cartridge World retail store in Kerrville, TX. He always knew he wanted to own his own business, and after realizing how expensive a new cartridge was, he found an opportunity to give his customers a less expensive alternative to an OEM cartridge and make a dream come true. Now after nine years in this business, Ray Curtis is the first franchisee in North America to renew his franchisee commitment with STX Master Patrick Le Feuvre.

Here's a little background about Ray and his family in Kerrville, TX.

Market Size

Located just two miles off Interstate 10, Kerrville has a population of about 22,000. "Our store is similar to a gathering place," Curtis said. "Everybody meets at our store and sometimes they are so involved in talking to us, they forget to take the cartridge they just purchased and have to come back later to pick it up. Everybody knows everybody; it's a great town to raise a family."

Although Kerrville is a unique, smaller market, they do have major competitors...for example, OfficeMax is less than 50 yards away! Kerrville is primarily described as a retirement community, and the closest large metropolitan area is San Antonio – about 50 miles southeast, along the Interstate 10 corridor.

Contact Ray Curtis at ray.cwkerrville@gmail.com

Read the full article at <http://bit.ly/inkfo1303c>



CARTRIDGE WORLD – CHERRY HILL, NJ HELPS TURN EMPTY STORE INTO FOOD BANK

New Jersey owners, Marty and Thea Long, team up with neighboring store to put vacant building to use.

To learn more, please visit
<http://bit.ly/inkfo1303d>



BIG PRINTER COMPANIES ARE ACCUSED OF 'SQUEEZING EVER-INCREASING AMOUNTS OF CASH OUT OF THE POOR CONSUMER'

This February 22, 2013 article quoted from the UK publication *The Guardian*, offers supporting evidence that OEM ink levels are shrinking and squeezing consumers' wallets.

To learn more, please visit
<http://bit.ly/inkfo1303e>

SENDING IN MARKETING REIMBURSEMENT CLAIMS?

SHARED MARKETING SERVICES has changed their fax number to (312) 938-4076. If you fax your store's claim submissions, please note the new number. Cartridge World franchisees have a 90-day window to submit claims after the invoice is paid and media is purchased.

The 2013 Reimbursement Program Guidelines and Claim Form can be found on CWIC Link > Library > Marketing > 2013 Reimbursement Guidelines/Claim Form.

LEADERSHIP GURU: CARTRIDGE WORLD A VISION OF SUCCESS

Strong workplace values drive growth culture

William Swanson, Cartridge World North American CEO and Global CFO, contributed

an article which was featured in *Franchise Update* magazine.

Franchise Update has 15,000 readers including the presidents, CEOs, COOs, franchise development directors and other key franchise professionals at nearly every active franchise company in the United States.

The full page article describes his leadership style, vision and eight values that drive success for any business.

Read the full article at <http://bit.ly/inkfo1303f>



GET LISTED IN YOUR LOCAL PATCH

Patch is a community-specific news, information and engagement platform

Patch

driven by passionate and experienced new media professionals. *Patch* is revolutionizing the way neighbors connect with each other, their communities, and the national conversation.

Patch also has a comprehensive listing of local restaurants, shops, businesses, events and more in over 1,000 U.S. communities and growing. (*Patch* is currently in the process of expanding to Canada, but an exact launch date has not been set.)

If your store is not currently listed in *Patch*, here are the steps to list your location in the area publication.

- 1 Go to www.patch.com
- 2 Type in your area zip code to see if there is a Patch in your town
- 3 If you have a local Patch then go the 'directory' to see if your store has already been submitted
- 4 Click on the "Claim this listing" button
- 5 A form will pop up asking for your name, contact information, and proof of ownership
- 6 Within a few days, someone from Patch should contact you to verify your authenticity
- 7 Once approved, you'll have a "Manage Your Listing" button on the top of your *Places* page
- 8 Click the button to be taken to your dashboard

Once You're Listed – Check Your Dashboard

From your dashboard, you can make changes and updates to your listing. The dashboard provides you with several options: Your Stats, Edit Listing, Manage Photos & Media, Reviews, Free Tools, Paid Tools, and Contact Sales.

To read the entire article and see a list of current Cartridge World stores with Patch listings, visit <http://bit.ly/inkfo1303g>

OPTIMIZING LOCAL GOOGLE+ PAGES

visit <http://bit.ly/inkfo1303h> for tips from ReachLocal.

HOW TO SAVE A CUSTOMER TURNING AROUND A DIFFICULT SITUATION AND SAVING A LOYAL CUSTOMER!

Customer complaints or dissatisfaction are commonplace in any retail business, and Cartridge World stores are no exception – unless you work in Dickson City, PA. In fact, their dissatisfied customer is now an avid supporter...again!

How did they do it?

One word – Perseverance (and unrelenting customer service)

SITUATION

The customer was very upset with the CW Dickson store. The customer had been buying from the store for years. This was the first time she didn't receive the item she needed, nor could the store find the product to refill her empty. The store immediately checked with the head technician who builds these cartridges and he wasn't able to order the supplies when the customer came in...or for weeks after that. The customer also stated that she felt that the staff who took care of her seemed stressed and over-worked or maybe were just having a bad day.

CUSTOMER RESPONSE

Here is one of the last emails from the customer.

"What you did to remedy this situation was great. I am glad you addressed your staff and took the time to assure me this won't ever be a problem again. I appreciate you discounting the cartridge. I will be speaking with my boss today to get the approval for the money to come and get the new cartridge. Thank you again for your swift attention and action in correcting this problem. You were a pleasure to speak with."

The steps this store took to regain her trust:

- 1 **Listen** – to everything she wanted to say.
- 2 **Apologize for situation** – in this case, for not having the item in stock and the manner in which she was treated.
- 3 **Admit fault** – if appropriate.
- 4 **Satisfy the customer** – in this case Dickson City had their techs build the cartridge she needed.
- 5 **Offer a discount** for the loss of her time, gas and frustration.



Lloyd Burke posted on Cartridge World North America's website:

"The Cartridge World store in Panama City, Florida is managed by an awesome man. He waited for me, saved me \$60, guaranteed the cartridges would work, and explained why CW cartridges worked when others didn't. He gave me great 'customer service!'"

Norm of Sandy, UT compliments Cartridge World Midvale, UT on their great product, service and employees.

"I had problems with my HP 8500 Pro rejecting refilled cartridges. Owner Beau Thompson and his staff went above and beyond the call of duty to help me. He certainly knew what he was doing!

You have a great product, great service and great employees. Beau understands the importance of providing good service and the method of acquiring new customers – which is service, service, and service to the customer! Great going Beau!"



Kudos in Heart-Shaped Candy!

Cartridge World Dickson City and Pittston, PA customers show their "love" on Valentine's Day with a card and candy for employees. The customer said this store has "one of the friendliest groups of workers" and the customer always gets the best service. Congrats!

MARKETING RECYCLING AS EARTH DAY APPROACHES

FEATURING DICKSON CITY AND PITTSON, PA EFFORTS



A few months ago, Operations Manager Rich Boshier worked with a local scrap company and had large, locking electronics recycling dumpsters placed at the Dickson and Pittson, PA locations. This value-added service for his customers and the communities increased his foot traffic/business. Both locations accept all electronics to recycle at no charge. By just adding this free service, it has created a buzz and free advertising from the community!

“It took me only three minutes to explain the program and leave the flyer. She thought it was such a great idea that she posted our flyer in her office,” Boshier said.

Like many states, Pennsylvania has limited any electronics to be thrown away or put curbside (under PA Act 108), so it was a perfect time to talk recycling and roll out a new campaign.

Now this project is being adopted by a local Eagle Scout who will be picking up the electronics from the elderly and bringing them to Cartridge World – plus all of this will be covered in the local newspaper – a free ad!

Camp Creek, GA Markets Recyclables on Internet

Store owner Michael Davis is promoting a similar recycling effort using a search retargeting ReachLocal campaign featuring a special landing page. His pre-Earth Day promotion gives every customer who brings in a recyclable electronics item (which of course includes cartridges), a coupon worth 15 percent off Cartridge World-branded product. Davis will offer the Earth Day special through the end of June and has already seen an increase in store traffic, not to mention many “thanks” for his earth-friendly approach.

What is your store doing for Earth Day – April 22? Email dcasey@cartridgeworld.com and we'll share your efforts on Twitter and Facebook in the coming months!



TURNING CARTRIDGES INTO CREATIONS... TURNING TRASH INTO TREASURE

What do you do with unusable cartridges?

If you're Cartridge World Washington, MO employee, William T. G. Topping IV, you're turning cartridges into creatures, vehicles and animals. Billy's art was discovered February 14 when he shared some of his pieces on our corporate Facebook page. It's simply amazing!

Read the full article at <http://bit.ly/inkfo1303i>

INTRODUCING JOSE LUIS QUAN, THE MASTER FRANCHISEE FOR CENTRAL AMERICA.

Future issues of InkFo will feature updates from various countries in the Latin America region which includes: Mexico, Caribbean, Central America and South America.



EXACTLY SIX YEARS ago in March 2007 we opened the first Cartridge World store in Central America. Just like any new franchisee, we were not prepared for what running a business actually takes. We learned the basics during training in December 2006, timidly sold our first cartridges during our soft opening the first week of March, and finally started the real work of running a franchise a week later. Over the past six years our stores have had highs and lows, but like anything that matters, the hard work has paid off and is rewarding and fulfilling.

I will tell you that since our very first day, our focus was and is "service and quality." I made sure everyone on our team knew that - all four of us. That's why the first "REAL" employees we hired (those who I paid "REAL" wages) were in sales and production. Incredible as it sounds, profit was not our main concern...at least not in the beginning. The first years were

all about selling and making our clients happy with great service and quality, but it all hinged on getting new customers each and every month and then keeping them.

Our accounting software stated that in our third month, we were profitable. It would take me more than two years later to really feel as if I had a profitable business, though. Unlike the U.S. and Canada, Central America does not have next day delivery, so we have to carry at least two-to three-months inventory on hand at any given time. Therefore, when our sales increase, so does our capital investment which is obviously tied to our inventory.

With sales increasing, we found networking and hiring sales staff with industry experience gave us the ability to attract more good customers. Then as we grew our customer base, we could afford to discard some of the not-so-good customers. By 2011 we were selling between US\$80K to US\$120K per

month. Our customers included the two largest local banks, several insurance companies, a few multinationals and about 100 smaller companies. We still have walk-ins, but today over 90 percent of our monthly sales are B2B and everything points to that customer base in the future. True to our original plan that quality and service come first, we are proud that we still have retained one of the first customers our store ever acquired, a "large" account, who is as important today as they were five years and nine months ago.

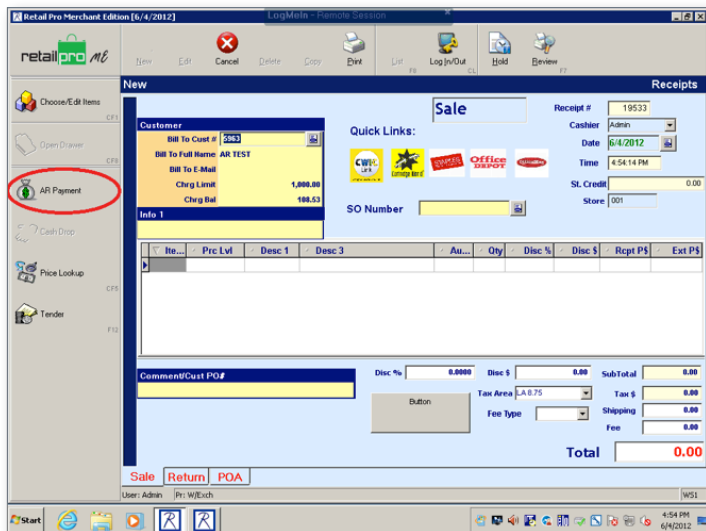
Read the full article at <http://bit.ly/inkfo1303j>

Contact Jose Luis Quan
Master Cartridge World Central America
www.cartridgeworldca.com
Tel. (+502) 4058-5416
Email: jquan@cartridgeworld.com

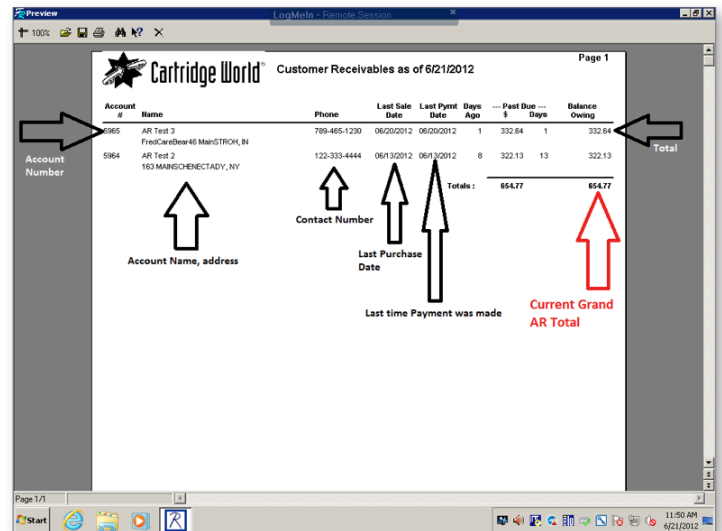
INTRODUCING THE CARTRIDGE WORLD ACCOUNTS RECEIVABLE MODULE FOR RETAIL PRO

MANY RETAIL PRO owners have asked for an Accounts Receivable (A/R) module for their POS system. That message has been heard and RIS now offers an A/R module built for CW right inside Retail Pro.

“I use the Retail Pro RIS AR Plug-In. I like that it gives me a sense of what’s going on with my customer balances”
 – Raj Dudwal, STX127



The new A/R Payment button on your Retail Pro Sales screen



An example of the new Customer Receivables report

Key features of RIS's integrated – AR Module

- Built inside Retail Pro – No need for QuickBooks Accounting Link
- Real-Time Credit Limit warnings! (main only – remotes within polling cycle)

- Real-Time POA updates to accounts! (main only – remotes within polling cycle)
- Real-Time Balance updates for credits/debits! (main only – remotes within polling cycle)
- Real-Time Total or individual AR reporting (main only – remotes

within polling cycle)

- Print Statements – Email Option coming shortly!
- Pay individual invoices or whole amount due
- Automatically spread one amount over all owed invoices starting at oldest!

PRICING FOR THE NEW A/R MODULE: **FREE**

FOR CARTRIDGE WORLD RETAIL PRO USERS: \$1,000 value
INSTALLATION and CONFIGURATION: One-time charge of \$250 per inventory

Setup charge is waived for Cartridge World stores on PLATINUM SUPPORT. You can upgrade to Platinum and take advantage of the free installation and configuration. This FREE setup for Platinum Support users is also valid for most other RIS tools setups/ PC reinstall fees, etc. Sign up for Platinum Support today and get the most out of your Retail Pro system!

To find out more about the A/R module and to place your order, visit <http://bit.ly/inkfo1303k>

ANNOUNCING RETAIL INTELLIGENCE (RI) FOR RETAIL PRO STORE OWNERS

RI is an intelligent inquiry and reporting suite providing in-depth query, reporting, trend analyses, plus targeted exception reports and KPIs.

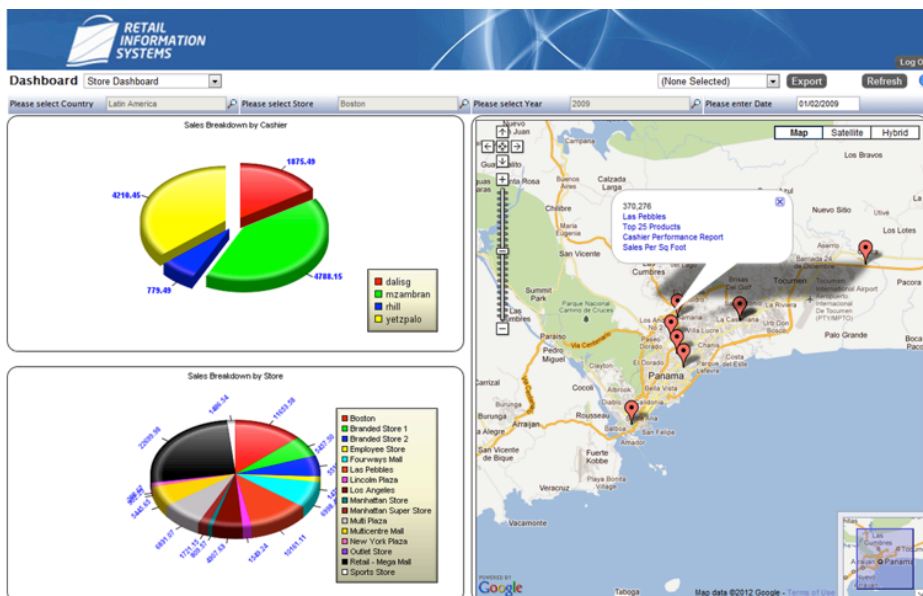
RI provides analysis of historical sales and stock turn, days of supply and sell-through-percentage based on past performance over equivalent sales periods. Using the built-in scheduler, reports can be automated for delivery to any individual within the organization.

RI also provides a query and reporting tool set for additional, regular and ad hoc query and reporting needs.

You DO NOT need to be on a Retail Pro workstation to run these reports! You can setup to run internally or over the web on – phone, iPad, tablet, or any web-enabled device! Check on your business at home, by the pool, anywhere!

When you sign up for RI you get:

- Retail Knowledge Base
- Connection to Excel spreadsheets for data input
- Connection to Excel spreadsheets for data output
- Google maps, queries and dashboards
- Exception reports and KPIs
- Scheduler for report distribution
- Setup, Data Sync and Basic Report instruction
- UNLIMITED users and recipients!
- RI monthly webinars



A typical Dashboard for the RI system. Pie charts can show KPIs critical to run your business and a map showing your B2B customers.

RI WEBINARS

RI is a very sophisticated system and to ensure that you better understand everything that RI can offer, you can attend monthly webinars that are being offered by RIS.

To learn more, please visit <http://bit.ly/inkfo1303l>

PRICING FOR THE RI SYSTEM

Pricing for the RI system is set at a Cartridge World discounted price of \$250. (Set-up charge is FREE for Cartridge World stores on PLATINUM SUPPORT)

Ongoing monthly charges are \$29.95 per month per inventory.

For more information about RI, please visit <http://bit.ly/inkfo1303m>

RI TRAINING

Are you aware of the many functionalities of the RI system? Would you like to learn more about the Inventory Management system, automate your accounting with your QuickBooks system with the Accounting Link application, CRM options, etc.?

Take advantage of these and even more functionality by attending the training offered by RIS.

You can purchase training in one-hour or five-hour "blocks". A one-hour block is \$175 and a five-hour block is \$600. Plus, there's a 20 percent discount for Cartridge World stores on PLATINUM SUPPORT.

Contact Chrissie Valladares at chrissiev@goretailpro.com or call 800.347.3020 x2202.

NANCY MEHTA, CW LAS VEGAS HOSTS 25 INTERNATIONAL INVESTORS AT IFA



Pictured left to right:

Liana Bittencourt
Senior Partner, Bittencourt Public
Relations & Marketing (Sao Paulo)
Nancy Mehta
CW owner in Las Vegas, NV
Mark Potocki
CWNA VP Franchise Development

On February 21, a group of 25 international investors were hosted by Nancy Mehta and Mark Potocki as part of the 2013 International Franchise Association (IFA) Conference. Nancy's Las Vegas store hosted the forum for a mini-discovery day and Q & A session. As a successful multi-unit owner, Nancy's business provided a terrific example of the opportunities the Cartridge World system offers in communities around the world. Special thanks to Nancy, the IFA Group, Franchise Dynamics and the Bittencourt Group for arranging this great meeting!

WHAT YOU CAN DO TO REDUCE CREDIT CARD FRAUD

THERE HAS BEEN a tremendous increase in the number of merchants who have been scammed by crooks who place fraudulent orders using stolen credit card information. Unfortunately, merchants are not given the same protection as consumers when it comes to credit card fraud. Therefore, you must do everything you can to protect yourself.

Here are some things you can do to minimize your risk of credit card fraud:

- 1 Take a few extra steps to validate the order. Don't accept an order unless complete information is provided (including full address and phone number). Verify the physical address by Google mapping it.
- 2 Be wary of orders with "bill to" addresses that are different than the "ship to" addresses. Call the person on the billing information to confirm the shipment address.
- 3 Be cautious of orders that come from free email services — there is a much higher incidence of fraud from these services (hotmail.com, junos.com, usa.net, etc.) A typical legitimate business order would come through the company's email system, not through these free email services.

How can you confirm that the order is from a legitimate business? If you receive an order from an email and the sender is John.Doe@ABCLaw.com, type in www.ABCLaw.com and validate them through their website. This is not to say that all orders via email from a new company are not legit, but you need to be cautious. Another way you can check is to reply back to the email address and ask for more exact billing information.
- 4 Be especially wary of orders that are larger than your typical order amount, and orders with next day delivery.
- 5 Ignore international orders.
- 6 If you are unsure, take the time to pick up the phone and call the customer to confirm the order.
- 7 Finally, always use common sense — it is your last line of defense and always the best rule of thumb.



HAPPY ANNIVERSARY!

CONGRATULATIONS TO THE FOLLOWING STORES THAT ARE CELEBRATING THEIR ANNIVERSARIES IN MARCH.

YEARS OPEN	LOCATION	OWNER
8 Years	Kennesaw, GA	Sergio Fernandez
8 Years	Miami, FL	Enrique Yunis
8 Years	Glendale, WI	Scott Kuhn
8 Years	Milpitas, CA	Harold Bucchianeri
8 Years	Traverse City, MI	Kelvin Shaw
8 Years	Wayne, NJ	Robin Bordman
8 Years	Huntington Beach, CA	Dennis McCarthy
8 Years	Chester Springs, PA	Michael Szwest
8 Years	East Hanover, NJ	Eric Chui
8 Years	Troy, MI	Matt Markus
8 Years	Augusta, GA	Robert Amos
8 Years	Temecula, CA	Susanne Weinberg
8 Years	Winston-Salem, NC	Ryan Haywood
8 Years	Altamonte Springs, FL	Jeff Karakoosh
8 Years	Livermore, CA	John Ahn
8 Years	Roswell, GA	Luba Bilentschuk
7 Years	Germantown, WI	Douglas Henderson
7 Years	Palatine, IL	Dan Crepeau
7 Years	Oklahoma City, OK	Frank Smith
7 Years	Fremont, CA	Srinivas Gaddam
7 Years	South Kingstown, RI	Mike Mancuso
7 Years	Flower Mound, TX	Ray Kendall
7 Years	Oviedo, FL	Rohit Kapadia

YEARS OPEN	LOCATION	OWNER
7 Years	Roseville, MN	Peter Hagemann
7 Years	Newark, DE	Scott Andersen
7 Years	Hermitage, TN	Barry Bean
7 Years	Indiana, PA	Richard (Alan) Seymour
6 Years	Antioch, CA	Ed Belton
6 Years	Sarasota, FL	Keith Harrison
6 Years	Fargo, ND	Henry Holtgard
6 Years	Montgomery, AL	Wiley Dempsey
6 Years	Hilliard, OH	Alan Horvath
6 Years	Sioux Falls, SD	Scott Bauer
6 Years	Winder, GA	Brad Bishoff
6 Years	McMurray, PA	Joe Jasek
6 Years	Houma, LA	William Bisland
6 Years	Gainesville, GA	Grant Perry
5 Years	Spokane, WA	Ben Irwin
5 Years	Houston, TX	Raj Dudwal
5 Years	Chelmsford, MA	Stephen R Trask
4 Years	Plainfield, IL	Ed Pocius
4 Years	Mays Landing, NJ	Mohammad Haq
3 Years	Greeley, CO	Patti Page
3 Years	Mobile, AL	Craig Ferguson
3 Years	Albany, GA	Lowell (Alan) A Greer

CONGRATULATIONS TO THESE 2013 NEW STORE OWNERS!

Store NWJ-0085 – Ramsey, NJ

Transferred to David Anderson. David is new to the Cartridge World system and is taking ownership of this existing store.

Store NCB-0140 - Pleasant Hill, CA

Transferred to Ed Belton. This is the second store for Ed!

Store NTX-0028 - Oklahoma City, OK

Transferred to Frank Smith and Wayne Whitesell. This is their fourth store!

Store NWJ-0446 – Livingston, NJ

Transferred to John Applegate. This is John's second store.

Store NTX-0153 – Enid, OK

Transferred to Wayne Gordon. This is Wayne's second store.

Store AZN-0318 – Las Vegas, NV

Transferred to Sherin Holla. This is Sherin's first store.

Store STX-0568 – Houston, TX

Transferred to Berhane Reddy. This is Berhane's second store!

New Stores Now Open in Panama City, FL and Amarillo, TX!

Congratulations to FLA-0876 store owner, Todd Keelser - Panama City, FL who began operations in January!

Congratulations to NTX-0877 store owner, Wayne Gordon - Amarillo, TX who began operations in February!

VENDOR NEWS

ANNOUNCEMENT: NEW CUSTOM QUOTE FORM IN EASYORDER™

Cartridge World Subscribers,
We are excited to announce our first Cartridge World Exclusive upgrade...

As part of Cartridge World's B2B Initiative, our Marketing Director, Luke Corbitt, worked directly with Tom McLaughlin and Fred Care to develop a completely redesigned quoting tool within EasyOrder -exclusively for Cartridge World franchisees!

Having a professional sales quote is paramount in securing new customers and the new design takes the EasyOrder quote tool to the next level with many new features, including:

- Cartridge World price vs. Staples price
- Provides cost per page (ideal for selling printers or MPS!)
- Shows savings on each cartridge
- Calculates total savings per order
- Calculates total annual savings to create a long-lasting business relationship

Driving new customers to request quotes is a focus of Cartridge World in the new year, therefore our goal was to use this new format and provide our Cartridge World subscribers with the best tool possible for responding to new customer inquiries. The convenience of EasyOrder just got better!

This new quote tool was created exclusively for CW users and we very much appreciate the assistance and input provided by our friends at Cartridge World in the design and development process!

To view a demo video of the all new quote, visit <http://bit.ly/inkfo1303n>

If you are not an EasyOrder subscriber, please contact us with any questions or sign up at <http://bit.ly/inkfo1303o>

Kind Regards,
The Reman Resource Team

Please contact Luke Corbitt with any inquiries
800.640.1160 ext. 503 or lcorbitt@remanresource.com



NEED AN EXTRA \$750?

ATTEND FOCUS ON THE FRANCHISE 2013

April 24-26

**Las Vegas Hotel and Casino (LVH)
Las Vegas, NV**

**LEARN HOW TO REDUCE OPERATING COSTS
AND GENERATE MORE SALES**

Plus each Franchise Owner that attends the Focus on the Franchise event will receive:

- **\$100 Dining Dough card**
(courtesy of Dining Dough)
 - **\$500* Marketing Money** –
Choose from four vendors:
 - Timlin* (telemarketing services)
 - Brand Imaging Group* (car wrap)
 - DPI* (direct marketing efforts)
 - Reach Local* (adwords, search retargeting, etc.)
 See ad on page 18.
- *\$500 toward one vendor's services (money cannot be divided). Use funds between May 1-July 31, 2013.

- **\$150 toward your LVH room –
with two-night maximum**
(courtesy of CW Supply)

Not to mention...the fun, training opportunities, great speakers and the Las Vegas nightlife!

To sign up and see the agenda, visit <http://conta.cc/Xnu6wA>



Questions:

Tanya – 815-331-2074 or email: tstrub@cwsupplyinc.com

Jerri – 815-331-2077 or email: jstrohmeier@tonerhead.com

or email: info@cwsupplyinc.com

VENDOR NEWS



THERE'S NO MYSTERY WHEN YOU BUY CLOVER'S REMANUFACTURED CARTRIDGES

Last year brought major change to the remanufacturing industry: more so than ever before, the OEMs proved that they are willing and able to pursue legal action against any company either remanufacturing or reselling products that violate the First Sale Doctrine or their intellectual property rights.

Misunderstanding these laws, unknowingly violating them, or simply reselling product manufactured by another company does not protect you from potential OEM litigation. The size of your company is also not a factor: the OEMs have pursued action against companies of different types, and of all sizes.

Clover has made significant investments in manufacturing processes, in IP-clearance, and in patented and proprietary technologies to ensure that none of our products violate anyone else's intellectual property rights. We have also invested more in our empty core collection programs than all other remanufacturers combined, and as a result can guarantee that all of our products are manufactured using cores sourced in the U.S.

You're protected when you partner with Clover:

- Clover respects OEM patents and rights, ensuring all products are IP-cleared
- All resellers are fully indemnified against OEM litigation
- All Clover products use empties collected in the U.S. and are First-Sale Doctrine compliant
- Clover offers a full Lexmark compliant solution
- Clover products are guaranteed to meet or exceed OEM performance

WHERE TO BUY CLOVER PRODUCTS:

Clover Technologies Group

EMAIL: info@cartridgesareus.com

PHONE: 888-525-2322

Supplies Network CW Dedicated Team

EMAIL: CWorderprocessing@suppliesnetwork.com

PHONE: 855-202-5383

IJR CELEBRATES 35 YEARS IN BUSINESS WITH A SPECIAL OFFER FOR CW!



Industry changes are bound to happen, but the one thing you can count on is IJR's long-standing commitment to its partners. To celebrate 35 years in business, IJR wants to say thanks!

Effective now through March 31, 2013, purchase any HP cartridges listed below from IJR's EZ Renew Program and IJR gives you FREE empties to fulfill your order!

Change Happens

It's been said that the only thing constant about change is that it's constantly changing. Industry changes are bound to happen, but the one thing you can consistently rely on is our 35 year long business partnership with you.

To thank you for your business and to help you to increase your business, we're announcing:






From February 20 through March 31, 2013
purchase the HP cartridges listed below from IJR's EZ Renew program and IJR will provide the empties for FREE to fulfill your order.

HP*			
02	21	27	56
58	74	75	92
93	94	95	96
97	98	99	

*Maximum of 10 each per order.

We look forward to Celebrating our 35 Years
With this Special Offer as a Tribute to You!



 17453 N. 25th Ave. Phoenix, AZ 85023
 800-344-4511 (US) | 602-504-9233 (Local & Intl.) | Fax: 602-504-9243
 email: info@IJR.com www.IJR.com

02/21/13 rev.

17453 N. 25th Ave. Phoenix, AZ 85023
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Fax: 602-504-9243
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www.IJR.com

VENDOR NEWS

SUPPLIES NETWORK

WE SUPPLY TRUST

SPECIAL FREIGHT RATES NOW AVAILABLE

For a limited time, Supplies Network is offering REDUCED freight rates to better service your needs for next-day delivery of Clover-manufactured Cartridge World ink and toner.

Call your Supplies Network representative for more information.

SUPPLIES NETWORK AND CLOVER: FULFILLING YOUR NEEDS

Supplies Network is pleased to announce increased availability of Clover-remanufactured Cartridge World-branded ink and toner. In addition, Supplies Network offers next-day delivery to most U.S. locations.

To see SN's distribution capabilities and contact names by region, visit <http://bit.ly/inkfo1303p>

Supplies Network knows how important your business is to you and to every customer that relies on you. It's time you get the personal attention you deserve from a distributor that understands your needs. Let Supplies Network's earn your trust today.

Did you know...

- Supplies Network now distributes the full line of Cartridge World-branded Lexmark-compliant cartridges from Clover.
- All Cartridge World products offered by Supplies Network are 100% remanufactured by Clover.

Contact Your Dedicated Supplies Network Sales Team

Phone orders: 855-202-5383

Fax orders: 855-202-5350

Email orders: CWordprocessing@suppliesnetwork.com

Website ordering: www.suppliesnetwork.com

ARLINGTON IS HERE FOR YOU!

What you get when you purchase from Arlington Industries...

Call Arlington today to find out more about the Arlington advantage!

- OEM and Cartridge World-branded product available in a true one-box solution.
- Place orders for same day shipment up to 8 PM EST
- Order by phone, fax or email on Arlington's totally secure eCommerce site
- Excellent selection of CW Supply-approved Cartridge World-branded products.
- Reduced pricing on select Cartridge World-branded products
- Reasonable return policies
- Dedicated technical support line for all Cartridge World-branded products
- Complete line of office machines
- Five fully stocked distribution centers
- The most aggressive freight program available
- Four dedicated sales representative that personally know you, your account and your purchasing habits

Place orders at

www.arli.com/ebiz

For assistance, contact us at

ctgworldteam@arli.com

or 800-323-4147

For Cartridge World specials visit

www.arli.com/ctw

TONERHEAD® CWP™ QUALITY SYSTEM UPDATE

There are 18 regions certified to receive the CWP Quality System, and 34 CWP systems have been placed in 12 regions to date.



26 CERTIFIED TRAINERS

18 QUALIFIED REGIONS

34 MACHINES PLACED IN **12** REGIONS



CERTIFIED REGIONS

AMT, AZN, GEO, MDA, MIN, NCB, NCC, NJS, NTX, NWJ, NYC, NYS, NYU, OHM, PAD, PNW, RHO, RMT

The next 2013 CWP certification classes are:

March 20-21 | April 17-18
 May 22-23 | June 19-20
 July 24-25 | August 21-22

To sign up call Tom Price at (815) 331-1591 or email tprice@tonerhead.com

As a reminder, a region must be certified to be eligible for installation of the CWP Quality System.



2013 FOCUS ON THE FRANCHISE EVENT LEARN HOW TO REDUCE OPERATING COSTS AND GENERATE MORE SALES

April 24-26 at the LVH – Las Vegas Hotel & Casino (formerly the Las Vegas Hilton) in Las Vegas, Nevada!

SIGN UP TODAY and see the agenda at <http://conta.cc/Xnu6wA>



BOTTLES OF TONER FROM COATES COMING SOON!!!

Hundreds of additional Green Project ink jet cartridges from HP®, Lexmark®, Dell® and Brother® are coming in April!!

OEM HP Q2613A (HP 13A) - Toner cartridge in HP® box only \$58.00

To order your supplies, please visit our website at <http://supplies.cwsupplyinc.com>



Randy Gorringer
510-832-1015
Oakland CA
rgorringer@geiger.com

*Use pens
to build your business!*



Visit the CW Brand Store for a few popular styles
or contact your custom pen specialist
Randy Gorringer at rgorringer@geiger.com 510-832-1015
for a pen to meet your budget and marketing objective.
The Brand Store features a few pen choices.

THE LEFT HANDED PEN.

Pens are a good way to build your business. Be creative and tell a story with a pen. One businessman used to give out “left-handed” pens. He would tell his story somewhat seriously about how the pen tip was especially engineered to write with the correct pressure for left-handed writers. Then with a smile, he would come clean and tell the recipient that the only reason the pen was “left-handed” was because it was imprinted in a different orientation for a left handed person. His fun story always caught the recipient’s interest, and his customers remembered him as the guy who passed out those left-handed pens.

THE \$43,000 PEN

A personal injury attorney purchased some promotional pens. One of his pens ended up on the counter of a local bank branch. A woman who had recently been in an accident saw the pen there, and called the attorney. He took her case and won a settlement of \$27,000, a third of which went to him. It didn’t stop there. The woman’s cousin was in an accident too, and she referred him to the attorney. He won a \$25,000 settlement for him too. Turns out the same guy moved and was in another accident for which the attorney won an \$80,000 settlement. That one pen bought in \$43,000 in attorney fees.



Boost Your Marketing ROI

with an integrated online marketing solution



ReachSearch™

ReachSearch intelligently places your text ad on our extensive search network comprised of Google®, Yahoo®, Bing™ and dozens of local directories, ensuring you are 98%¹ covered wherever consumers search for your business online.

Good = SEM



ReachRetargeting™

Retargeting displays your banner ad to consumers who have visited your website or have searched for keywords related to your business. This creates top-of-mind awareness for your brand and brings consumers back to your business to help them convert.

Better = SEM
+ Retargeting



ReachDisplay™

ReachDisplay places your display ad on our network of premium websites, which reaches 90%² of where local consumers surf and spend most of their time online. This builds brand awareness and creates affinity with your brand.

Best = SEM
+ Retargeting
+ Brand Building

Contact Your Internet Marketing Consultant

Stephani Kyle | 972-267-2222*106| skyle@reachlocal.com

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¹Hitwise | ²Estimates based on comScore and ReachLocal proprietary data