

## OVERVIEW

### Company History



*Easter Court  
Lasertech Head Office  
located in Warrington.*

**1989** – Jason Williams starts Lasertech with a €1,500 grant from a business charity.

**1992** – Lasertech moves into its first unit at Oldgate in Widnes and production starts on a full scale basis.

**1994** – First volume manufacturing and branding of Lasertech Toner Cartridges.

**1995** – Roll out of Lasertech Recycling Programme (LRP) - across UK. First set of LRP collection boxes arrive at the processing factory.

**1998** – After 6 years Lasertech leave from Widnes and relocate to Warrington.

**2001** – Lasertech, now with 5 members of staff move to larger premises at Wharfside, Warrington.

**2002** – Lasertech expand their sales and distribution with the creation of a franchise network in UK and Ireland.

**2005** – Lasertech, now with 60 staff, expand its operations abroad with its first franchise in Spain.

**2006** – A partnership is forged with Spicers to supply office products.  
– Dublin and Belfast depot used to service Irish market.

**2007** – Launch of upgraded online store and the move to two larger units at Easter Court, Warrington, plus new Irish web site taking orders 24/7.

**2008** – To be continued...



Lasertech was established in 1989 and is privately owned. We were one of the first companies in Europe to manufacture toner cartridges using recycled materials. Since then we have become a leading independent manufacturer of Compatible Toner and Ink Cartridges, as well as a supplier of office products.

Lasertech and our franchisees, sell the Lasertech Brand of printer cartridges and Brands like HP, Epson, Canon, and Samsung, with over 70 other brands direct to businesses. We also sell a complete range of more than 25,000 Office Products to our customers. We aim to make Lasertech their number one choice for everything they use in their office.

Lasertech now have franchisees in Spain, Ireland and across the UK and are looking for motivated and committed people to share our success and develop our Brand to achieve mutual benefits across Ireland.

Across our network we have approaching **100 franchise territories** operating. These are a mixture of Company and Franchise owned, over 500,000 of our printer cartridges are in use every day!



*"Before I joined Lasertech I actually worked for a national competitor and was tasked by my boss to research Lasertech as we were losing business to them. I was so impressed with what I learnt I joined! What Lasertech have is very simple, but unique. Enormous need for their products with a local and personal service that today's customers demand, something many have tried to copy but failed."*

DANE BECKETT  
Lasertech - Shrewsbury

## In Brief

- Established 1989
- Leading Independent Manufacturer and Supplier
- Over 70 brands sold including Lasertech, HP, Epson, Canon, Lexmark
- 25,000+ Office Products available via our stockless systems
- 10,000 Printer Cartridges available
- Established Franchise Territories Operating Operating in UK; Ireland and Spain
- Personal local service for customers
- Mix of Head Office owned territories and Franchise owned territories

## The Market Place

### Massive Demand

Lasertech and our Franchisees sell direct to businesses. 99.9% of businesses use printer cartridges and 100% use office products of some kind. An average office spends €470\* per employee, per year on office products alone. Lasertech have nearly 20 years experience serving this market and our Franchisees benefit from this knowledge everyday.



### This is not a hard sell!

Together the printer cartridges and office products market is growing every year. More and more businesses use printers to produce more and more literature of all kinds. Hard selling is selling things businesses don't really want or need. Persistence is the key to gain customers; the ability to continually persevere is far better than previous sales experience in running a Lasertech Franchise.

It is unusual for a business to send out staff to shops to buy printer cartridges and office products – they expect them to be delivered to their desk. They want it delivered fast and free. The traditional option is for them to browse catalogues at their desk and order over the telephone or online. This is what Lasertech and you, as a franchisee do day in day out and much, much more. Lasertech have successfully migrated many of our customers to order online which has reduced our Franchisees overheads and increased average order values.

\* Based on exchange rate of €1.17 to £1.00 sterling, November 2008 - costs will fluctuate due to prevailing exchange rate at time of purchase.



*"What makes Lasertech stand out from other franchisees is what you get for your money, when measured against other franchises available for similar prices the length and quality of training and what Lasertech spend to get you up and running is much more than any other I have heard of."*

KERRY MCCAUGHEY  
Lasertech - Stoke

Lasertech and its franchisees are unique in the market place, no-one else in the industry provides national cover and international buying power with a local specialist service provided by our franchise network.

The printer cartridge industry is fast moving with new product launches and innovation meaning the products we sell are **CONSUMABLE**. Repeat business is what we aim for and what we get when we keep our customers happy. In fact the major manufacturers often don't make any money from selling printers. The profit is in the printer cartridges. Therefore with Lasertech there are plenty of opportunities to make good profits on the products you sell.

## In Brief

- 99.9% of business use the products we offer
- Average of €470\* per employee per year is spent on our products
- Consumable Products = Repeat Business
- Difficult business to replicate on your own
- Unique Market Position
- Benefit from Lasertech's experience and web site sales

## A Proven, Successful Franchise Model

For printer cartridges the customer can choose either OEM (original equipment manufacturer) or compatible (like Lasertech brands) there is a third choice of refills but businesses do not buy these in great numbers due to quality problems and inconsistency of output.

Customers demand quality products, good value and **FAST FREE DELIVERY**. This is what Lasertech stands for. As a Lasertech Franchisee, you will benefit from sourcing your stock from Lasertech and from Europe's largest stationery wholesaler. We run an automated stock system and the latest IT software and hardware to give our franchisees a competitive edge. **Office products are run as a stockless system using a network of distribution centres across the UK, plus our Dublin and Belfast operations.** This means you don't need to stock any office products, it's all delivered to your customers on your behalf. If you so choose you only need to carry limited cartridge products due to our ordering and delivery system, so you don't have lots of money tied up in stock.

Having depots in Dublin and Belfast means our Irish franchisees have products locally sourced but pay a lower price than other independent Irish dealers due to being part of the Lasertech network.

### Some Of What Lasertech Provides Our Franchisees

Our business model is simple yet advanced, something that has been continually developed since 1989 and more rapidly since we started franchising in 2002.

Lasertech have a policy of re-investment, this means our business is constantly changing and growing to meet and exceed the needs of our franchisees and their customers.

\* Based on exchange rate of €1.17 to £1.00 sterling, November 2008 - costs will fluctuate due to prevailing exchange rate at time of purchase.



*"I am aiming to be doing £500k a year by the end of year 5 which will then allow me to run as a management franchisee with 4 staff and premises. I currently have 2 staff and premises so I am half way there and things look good for the future."*

STEVE McCLAREY  
Lasertech - Sunderland

## Head Office support includes:

1. R&D of new products
2. Providing products to sell before competitors
3. Support from HP, Brother and Samsung as Lasertech are an official partner of each of these global brands.
4. ISO 9001 Quality Standard
5. ISO 14001 Quality Standard
6. Recycling Programme for empty printer cartridges
7. Stockless provision of 25,000 office products
8. Buying power of Lasertech Head Office ensures lower prices and benefits from suppliers
9. Bespoke IT systems running your business and integrating with Marketing and Accounts functions
10. 24/7 web portal with all supporting documentation
11. 24/7 Franchise Bulletin Board
12. Field based support staff
13. Support staff in Accounts, Technical and Customer Service departments
14. PrinterManagement.com software to secure long term contracts
15. New business generation support available

## Why Go It Alone?

The Lasertech Franchise opportunity is a proven business with many, very successful franchisees already trading. Those invited to join our Franchise Network will be joining a successful team - not going it alone.

The Business Model; Brand; Manufacturing; New Product Development; Trade Marks; Patents; Intellectual Property; Training; Advice; Software and support we extend to our Franchisees is only part of the story. When we appoint a Franchisee we are harnessing their dedication and commitment as well as enabling them to make excellent returns on their investment. Ultimately, Franchisee success is down to sustained personal effort. Existing Franchisees have proven this.



*"I chose Lasertech as it has given me the opportunity to be my own boss with the full support of head office offering quality products at good prices to my customers. The Training I received from Lasertech and especially my Business Development Manager has been invaluable to the day to day running of my business, its funny sometimes I am with a potential customer explaining the products I have on offer and in the back of my mind I'm thinking I did well there Paul would be proud of me."*

TREVOR KINGSTON  
Lasertech - South West Cork

## Franchisee Support and Marketing

Lasertech has a very strong brand and excellent proven product range. The level of brand recognition in the market is established and growing. Examples of the types of marketing Lasertech franchisees and head office carry out are as follows;

- **Customer Data.** Lasertech use complex CPA (Customer Profile Analysis). This CPA is mapped into every exclusive franchise territory and provides you with a database of potential customers to market to.
- **Brochures and Catalogues.** Lasertech manage the design and production of a wide range of high quality glossy brochures, seasonal products and tactical offer brochures and leaflets **produced specially for Irish market.**
- **Lasertech Franchise Software (LFS).** The LFS is an integral part of a franchisees business. It is the most up to date technology that covers every aspect of the business from territory call planning, account management and marketing. This software controls your franchise operation.
- **Holiday and Business Cover.** When established you are able to take a holiday, safe in the knowledge that Lasertech will operate your business for you allowing you to enjoy time off meeting our operational standards.
- **Local Direct Mail.** Lasertech will provide document templates, data and fulfillment for local Direct Mail on your LFS and to download
- **Head Office Telesales.** Instead of recruiting your own telesales staff you can outsource to head office to call your customer once you have them
- **Email sales campaigns.** Lasertech design and send professional emails to your customers. They can even be personalized with your details and you get reports of who clicks on your e-mail to follow them up
- **Franchisee Portal.** The franchisee portal is a unique online information website. It gives you access to a host of information including daily price updates, marketing products downloads, sales and marketing tips, training manuals, franchisee forum, operations manual updates, general business and industry updates and news
- **Franchisee Development Manager.** Dedicated to your business growth and paid bonuses only if you hit your targets. They benefit only from your success. Territory visits and meetings in Ireland.
- **IT Support.** From our Head Office team
- **Accounts Support.** From our Head Office team
- **Lead Generation.** From our Marketing Department and central campaigns
- **Personal Web Page.** Our Irish franchisees make the web reflect they are an Irish company

Note: depending on your chosen franchise type some of the above are at additional costs or may not be available to you.



*"Having been self-employed for some years, I found that the industry I worked in previously had reached maturity, and as a result I felt I needed a new challenge. I have always been a dynamic and forward looking person and felt the need to move onwards and upwards. I took some time to look at the various options open to me.*

*It is an accepted fact that new start ups with recognised franchises provide a much greater success rate due to the established business models and the support given.*

*Lasertech seemed to 'tick all the boxes' so I initiated contact with them and after a series of constructive and open meetings found myself joining the Lasertech 'family' and have benefited ever since. The future looks very positive and I am full of optimism for my business."*

MARK WALLINGTON  
Lasertech - Wigan and Bolton

## Why become a Lasertech Franchisee?

There are many reasons to seriously consider a Lasertech Franchise, a few have been listed here

- Consumable high demand products
- 99.9% of businesses require our products
- Established since 1989
- **Huge buying advantage for Irish franchisee**
- An already established network of franchisees
- **Established infrastructure servicing Ireland**
- You sell high margin products but don't rely on just a few products - we have over 30,000!
- Benefit from taking on existing Lasertech customers in your territory
- Growing industry and Lasertech are an established operator
- 60+ head office support staff
- Lower operating overheads than most businesses
- Full on-going training and support
- Unique in our market, very difficult to replicate
- Exclusive franchise territories
- Established, tried and tested systems and processes
- All R&D, product development, research and manufacturing is done for you
- An environmentally focused manufacturer with an established recycling programme
- Holiday and emergency cover p.a. subject to prior approval
- Excellent earning potential and options to suit you.
- Latest technology is utilized in our businesses
- Lasertech is privately owned and managed by the owners
- Lasertech staff are passionate about what we do
- After building a Lasertech Franchise it can be sold at a profit - giving you capital growth



*"I am successful because of the Unique Selling Points the Lasertech franchise enables me to offer."*

*The Lasertech Recycling Programme and Quality Manufactured Cartridges and Free Same Day Delivery give me a significant advantage over competitors in my region. Because of these USP's, I find it easy to increase my new Customers every month whilst ensuring that the retention rate of my existing Customers is very high."*

ANDY WYMER  
Lasertech - Norwich

## The Franchise Options and Packages

Lasertech require two very different types of people to run and operate our Franchise. Depending on your requirements and skills you will either be suitable as an Operator or a Management Franchisee.

### Option 1 – Operator Franchisee

Suited to people who want to run their own business from home. This enables the franchisee to run a single van business with lower overheads. Lasertech do not require an operator franchisee to ever have staff. All the work in the Franchise is undertaken by the Franchisee themselves.

You will receive as part of your franchise package;

- Exclusive Single Territory
- Operations Manual
- 2 Week Residential Training Course
- Business Stationery
- Laptop, Laser Printer
- Liveried Van
- Corporate Dress
- Lasertech Franchise Software
- Ongoing Support from HQ
- Dedicated Business Development Manager

**Total Franchise Package Costs: €17,550\***

**Minimum Working Capital: €17,550\***

Up to 70% of the total costs of the franchise can be funded by a bank, subject to status

\* Based on exchange rate of €1.17 to £1.00 sterling, November 2008 - costs will fluctuate due to prevailing exchange rate at time of purchase.



*"The business has grown faster than expected by providing customers with a wide variety of products, delivered fast and free."*

*The training covered every aspect of running the franchise from management skills right through to sales and marketing. When I completed the course I felt ready and able to run my franchise - knowing head office were on hand to help."*

DAVID BOLAM  
Lasertech - Northumberland

## Option 2 – Management Franchise

Suited to those that want to build a large business and have the experience to recruit and manage a multi van operation

As part of your franchise package you will receive;

- Exclusive area – covering four territories
- Plus €5,967\* stock credit note
- Plus €7,605\* launch marketing programme
- Stock of marketing materials
- Plus €1,580\* Deposit contribution covering 2 vans
- 2 week residential training course

**Total Franchise Package Costs: €45,630\***

**Minimum Working Capital: €23,400\***

Up to 70% of the total costs of the franchise can be funded by a bank, subject to status

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## Sales

We expect each Operator Franchisee to achieve sales of €117,000\* at about 38% margin within 18 months. We expect a Management Franchisee to achieve double this (2 staff, 2 vans) and then continue this growth with more staff.

Actual sales figures for Franchisees operating both options will be made available after confidentiality declarations have been signed.

## TESTIMONIALS

**Trevor Kingston - South West Cork** "I chose Lasertech as it has given me the opportunity to be my own boss with the full support of head office offering quality products at good prices to my customers. The Training I received from Lasertech and especially my Business Development Manager has been invaluable to the day to day running of my business, its funny sometimes I am with a potential customer explaining the products I have on offer and in the back of my mind I'm thinking I did well there Paul would be proud of me."

**Kerry McCaughey, Lasertech - Stoke** "When researching franchises back in 2005 what I liked about Lasertech is that they sell essential products that keep businesses functioning, the products are consumable and retention is very high. Lasertech genuinely stand out against the competition, everybody from the delivery driver to sales person is passionate about providing an excellent service to their customers, this has given me phenomenal loyalty with my customers and my retention is extremely high allowing me to continually increase my income."

**UPDATE.** Kerry decided with his family to move to Australia after building his Franchise to become one of the best in the UK. After making tremendous profits for two years he sold his Franchise for four times what he paid for it.

**John Alder, Lasertech - Cumbria** "What I really like about Lasertech is the facts it's an international company but provides a very local service, there is no other competitor in the office products and printer cartridge market that can match what I now do as a franchisee. The ability for the entire business to be flexible and meet my local customers needs is what keeps customer retention so high. I've grown my business quicker than I thought and have now expanded by taking on more vans and staff."

**Ajit Jain, Lasertech - Slough** "I feel I am in a product market which has good growth potential and with the excellent product development from Lasertech this will continue."

**Dane Beckett, Lasertech - Shrewsbury** "Before I joined Lasertech I actually worked for a national competitor and was tasked by my boss to research Lasertech as we were losing business to them. I was so impressed with what I learnt I joined! What Lasertech have is very simple, but unique. Enormous need for their products with a local and personal service that today's customers demand, something many have tried to copy but failed."

**UPDATE:** Dane won best newcomer in our 2008 Franchise Awards. Dane worked with Mike Astbury, his Lasertech Business Development Manager, to introduce a direct delivery system into his territory. This freed up more of his time to win new customers. Which is what he did! Recording 50% growth year on year.

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*"If you would like to arrange an informal visit to our offices and manufacturing facility in Warrington, Cheshire, please do not hesitate to contact me."*

Justin Williams  
Franchise Director

## Preliminary Enquiry Form

Please complete the following questionnaire or contact us using the details below. Your enquiry will be treated in confidence and does not place you under any obligation.

**Please complete and return in the Freepost envelope provided**

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Post Code: \_\_\_\_\_

Telephone (Day): \_\_\_\_\_ Evening: \_\_\_\_\_

Email: \_\_\_\_\_

What is your current employment status:    Employed     Unemployed     Self-Employed

What are your areas of experience:    Management     Sales     Administration     Finance

Marital Status: \_\_\_\_\_

Please specify value of liquid funds available for investment: € \_\_\_\_\_

What is the minimum you require to draw from your business in yrs 1 & 2: € \_\_\_\_\_

Please return the form to:  
**Justin Williams - Franchise Director**  
 Lasertech Franchising Limited  
 1 Easter Court  
 Gemini Business Park  
 Warrington WA5 7AB.

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 Fax: +44 (0) 870 787 0708  
 Email: [justinwilliams@lasertechgroup.com](mailto:justinwilliams@lasertechgroup.com)