

FOR IMMEDIATE RELEASE

Of Interest to: Business Editors

## **A NEW BUSINESS VENTURE FOR AVTAR DHILLON**

**Avtar Dhillon has launched a Lasertech Franchise in Ealing. He now aims to be the number one supplier of Printer Consumables to local businesses throughout the area.**

Lasertech UK Ltd have for the past 15 years built an effective and very successful business manufacturing and supplying the printer consumables that are used in printers, faxes and copiers. Lasertech are now launching Franchises throughout the country to continue this success story and provide an even more efficient customer service.

Avtar has 22 years experience of running his own businesses. After selling his Off-Licence recently Avtar decided he wanted to run a business with more sociable hours. Avtar explains " The Lasertech Franchise opportunity seemed ideal, it is a proven business model, with Head Office support, aiming at businesses, with a necessity product".

Avtar is a very family orientated man, and is looking forward to spending valuable time with his family, they have offered him lots of help and support in the past, and are keen to do the same in his new business venture.

Lasertech franchisee Avtar Dhillon will be aiming to supply all businesses in the Ealing Area with Printer Consumables. Avtar explains that "I will have a wide range of products available including the Lasertech brand as well as the other brands such as HP® and Canon®. This means that customers have both a choice of brands and a choice of price. If they choose a Lasertech brand they can save up to 40% or they could choose a brand such as HP and save up to 15%. Either way the customer wins." Also because Avtar will be a

van based franchise he can offer a fast same day customer service which is effective as well as efficient. The direct contact with customers will mean he can build up positive relationships and provide a service that will exceed expectations.

In addition to this Lasertech Ealing can offer customers the chance to partake in the Lasertech Recycling Programme. Lasertech Ealing will buy back and collect customer's Empty Cartridges, giving them the opportunity to donate part of their credit to a national charity. Lasertech Ealing will pay up to £10 for empty Lasertech branded cartridges. The cartridges will then be recycled. The outer cases of a toner cartridge are used again with all the internal components being recycled back into their original material. Avtar explains that this method sets Lasertech apart in the market as all components in a Lasertech Toner Cartridge are brand new with only the outer case being re-used. This is a method pioneered and still used by Canon.

Avtar knows what values his new company needs to exhibit. It needs to be one which is ethically sound, be environmentally friendly and provide a quality service to it's customers that is second to none. It would also need to appeal to a wide audience and if possible, try to support the local community and help benefit worthy causes. A difficult task indeed, yet Avtar's new company – Lasertech Ealing – aims to achieve all of the above, and more.

Before his launch Avtar attended an intense two week training course held at the Hanover International Hotel in Cheshire run by Lasertech UK Ltd, which covered all areas on how to run a successful Lasertech Franchise. Avtar knows that the team at the Lasertech head office are behind him 100% and are on hand to give him help and advice when required. Avtar explains that the reason he chose a Lasertech Franchise above anything else is because "I feel that myself and Lasertech will be a good team, I have the management experience and Lasertech have a first class product. Together we can provide a customer satisfaction that exceeds expectation."

## **About Lasertech**

Lasertech was established in 1989. Since then we have developed into a manufacturing and mail order business supplying Printer, Fax and Photocopier Consumables. The Lasertech manufacturing division produces a wide range of High Quality Printer Consumables which are sold via our Mail Order Sales Division. This has enabled the Lasertech Brand to become established in the market place. Lasertech and OEM (Original Equipment Manufacturer) products are now also sold Direct via fully stocked vans, over the phone or via our online store.

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NOTE TO EDITORS: For additional information, photos and images visit the Lasertech franchise website, [www.lasertech.co.uk/franchise/press](http://www.lasertech.co.uk/franchise/press) or call the Lasertech franchise marketing department on 0870 787 23 23

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