

FOR IMMEDIATE RELEASE

Of Interest to: Business Editors

LASERTECH BEDFORD BUILDS BRAND NEW CUSTOMER BASE

Steve Adams has launched a Lasertech Franchise in Bedford. 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.

For the past seven years Steve Adams has worked as a Business Analyst in the IT industry, but felt the time had come for a complete change. Steve explains "I wanted to meet more people, and use the skills that I had gained to develop a successful business. The Lasertech franchise opportunity seemed the perfect solution". Steve's aim is to become a multi van franchise that provides an excellent service to the business market.

Steve's family are very supportive of this new business venture, but realise the commitment and hard work he will need to put in. Once the business is established Steve hopes to spend more time with his wife and two children.

Lasertech franchisee Steve Adams will be aiming to supply all businesses in the Barnsley and Rotherham area with Printer Consumables. Steve 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 Steve 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 Bedford can offer customers the chance to partake in the Lasertech Recycling Programme. Lasertech Bedford will buy back and collect customer's Empty Cartridges, giving them the opportunity to donate part of their credit to a national charity. Lasertech Bedford 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. Steve 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.

Steve 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 Steve's new company – Lasertech Bedford – aims to achieve all of the above, and more.

Before his launch Steve 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. Steve 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. Steve 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 or call the Lasertech franchise marketing department on 0870 787 23 23

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