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Of Interest to: Business Editors

A new Career Direction for John Evans

John Evans has launched a Lasertech Franchise in the Doncaster area. He now aims to be the number one supplier of Printer Consumables and Stationery to local businesses throughout the area.

Lasertech UK Ltd have for the past 16 years built an effective and very successful business manufacturing and supplying the printer consumables that are used in printers, faxes and copiers, and are now supply Stationery and Office Essentials. Lasertech are launching Franchises throughout the country to continue this success story and provide an even more efficient customer service.

John Evans has worked in Engineering for the past 35 years, and after being made redundant he decided on a complete change of career direction. John Explains " One of the reasons I choose the Lasertech Franchise Opportunity was the quality of the product Lasertech produce, and the support Head Office give to all their franchisees. My aim is to build a very successful business that will take me to my retirement and give my family financial security, my future is in my own hands now.

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

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

Before his launch John attended an intense two week training course held at the Park Royal Hotel in Cheshire run by Lasertech UK Ltd, which covered all areas on how to run a successful Lasertech Franchise. John 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. John 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. Now lasertech have branched out into Stationery

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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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