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Of Interest to: Business Editors

NEW BUSINESS IN NEWCASTLE

Craig Smyth has launched a Lasertech Franchise in Newcastle. 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 nine years Craig Smyth owned a Franchise with a courier company, so he gained valuable experience of running a small business. Craig explains why he chose the Lasertech Franchise Opportunity “ This time, I did a lot of research to make sure I choose the right company, who offered unlimited support, and the right product. The Courier market is saturated, but the printer consumable marketing is growing rapidly.” Craig has extensive local knowledge, which will be a great help to his new business.

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

Craig 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 its 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 Craig's new company – Lasertech Newcastle – aims to achieve all of the above, and more.

Before his launch Craig 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. Lance 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. Craig 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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