

HISTORY OF LASERTECH

Today Lasertech are one of the largest independent manufacturers and suppliers of printer cartridges in the UK, with nearly 100 franchise territories operating in the UK, Ireland and Spain.

Lasertech was established in 1989 by Jason Williams, using a £1500 grant from the Princes Trust. Jason started his business at home, but as the business grew and technology became more advanced he moved to premises and invested in more technical machinery, equipment and R & D.

Today 17 years later Jason still runs the company, with Justin his brother as Sales Director who joined in 1999 after working in other franchising industries. The company now employs over 60 members of staff at Head Office in Cheshire, which has two production facilities that manufacture printer cartridges. Lasertech have always differentiated themselves from high street re-fillers, they have trained cartridge technicians and all products are made to full ISO standards.

The company operated very successfully as a mail order company for 12 years, it got to the stage where Lasertech wanted to offer it's customers face to face personal local service, so rather than employing field sales staff they decided to franchise the business, it was the perfect way to expand the sales of the products, offering franchisees the opportunity to grow a successful local business and grow the brand and sales of the products nationally.

Justin set up the pilot in 2001 in the Warrington Area, this was to help establish the exact business model before any franchisees were launched, as Lasertech are also BFA members running a pilot area is also a criteria of being a member. The Warrington territory/pilot turned over £190,000 in the first year, and 5 years on now has 4 members of staff operating it. With the success of the Warrington territory Lasertech knew that franchising was the way to go forward with the growth of the business. The whole of the UK and Ireland was then split into territories determined on the number of businesses rather than the geographical location and from 2002-present day Lasertech have recruited nearly 100 franchisees throughout UK and Ireland. Lasertech still operate a mail order business in territories not yet covered by franchisees, as all territories are exclusive to a franchisee when they take over a territory they will be generating income from day one from the mail order customers that are handed over.

The business model is successful because it is supplying the right market with a necessity product operating to low overheads. It is a van based management franchise supplying small to medium size businesses with Printer Cartridges and Office Products in an exclusive territory. Head Office support franchisees with marketing, i.e. direct mail campaigns, quarterly brochures, fax and email broadcasts, and telesales etc, as well as sales and product training. Every franchisee has the opportunity to operate a long term profitable business, with each territory being large enough to have multiple vans. With this in mind all franchisees aim to recruit and manage staff. These staff roles can range from delivery drivers, sales people and admin staff.

In 2004 Lasertech teamed up with one of the largest Stationery suppliers in the UK Spicers, to offer their customers an additional 25,000 office products from stationery to furniture to give their customers a complete office supplies solution.

Recognising its environmental responsibilities Lasertech set up the Lasertech Recycling Programme to encourage it's customers to return their empty cartridges for credit, which can be redeemed against new cartridges or office products. This not only helps reduce the amount of waste entering into the environment, it also can be used as an excellent sales tool. Franchisees are offering customers and potential customers a solution to their environment concerns and also credit for empty cartridges.

Following the success in the UK Justin thought why not replicate the success of Lasertech UK in the rest of Europe so started recruiting master franchisors. In late 2004 Lasertech Espana was established by June and Phil Pedley who moved from North Wales to Marbella with their family. It just over a year they have completely replicated the UK operation but on a smaller scale, without the production facilities, and have their fist two Franchise areas operating. In 2006 Lasertech are looking to recruiting further Master Franchisors in the rest of Europe and the rest of the world.

In 2005 Lasertech continued their franchise success by launching in Southern Ireland. Donegal, Drogheda, Kerry, South West Cork and Galway all launched in the first year. Lasertech still have over 25 territories left to recruit in Ireland, and hope to bring the Irish network up to 10 by the end of the year.

For further information on Lasertech and the opportunities please call Ruth Brown on 0870 428 3994 or email franchise@lasertech.co.uk