

# Kyocera Mita Unveils A\$5 million Local Partner Programme

## 16 New Initiatives

Kyocera Mita Australia, the fastest-growing document management solutions company, today unveiled its new A\$5million Partners For Profit Channel Programme. Comprising 16 key initiatives, Kyocera Mita believes it is the most comprehensive programme to be developed for Australian and New Zealand channel partners in the document management solutions (printers, copiers, MFDs) industry.

The investment comes on the back of Kyocera Mitas 67% local growth over the past year, which has brought the company to number 2 position in the Australian laser printer market - making it the fastest growing laser printer brand in Australia.

The Partners For Profit Programme has been designed as the umbrella investment back into the channel and reflects Kyocera Mitas continued growth and support for its customers. Partners are rewarded with quarterly and annual incentives to their bottom line profit, based on achievement of set targets.

Developed within this Programme are several key initiatives to help support the channel in reaching these targets. These include:

- KyoClub: a sales incentive campaign where partners earn points for selling Kyocera Mita products. These points can be redeemed for prizes;

- MDF (marketing development fund) improvements, which increase the level of funds available to Kyocera Mitas dealers who wish to promote its brand through advertising, trade events, etcetera;

- A new \$A2M corporate advertising campaign including local and national television, radio and press. This follows on from Kyocera Mitas highly successful \$A1.5M advertising campaign last year.

Other initiatives to promote Kyocera Mitas brand include A3 posters and signage, print samples, training CDs, bi-annual dealer meetings, an authorised dealer plaque and a Millionaires Club.

David Finn, managing director, Kyocera Mita Australia, said, Kyocera Mita is the only major document management solutions vendor to sell 100% through the channel and we are committed to constantly re-evaluating and improving the value we deliver to our partners. Our local operation has seen enormous growth significantly in the last five years, with a four-fold increase in sales, and we couldnt have done that without a terrific effort from our partners. This new programme has been designed in recognition of this fact, and to invest our success back into our partners.

## About Kyocera Mita Corporation

Established in 1959 and listed on the US stock exchange, the Kyocera Corporation group of companies has turnover in excess of 12 billion US dollars and is headquartered in Kyoto, Japan. With the Asia Pacific regional head office in Sydney and branch offices in Brisbane, Melbourne, Perth, Adelaide and Auckland, Kyocera Mita is one of the worlds leading manufacturers and distributors of document imaging solutions.

Kyocera Mita is a company that is committed to the environment, offering digital copiers, networkable laser printers, wide format copier/printers and multifunction imaging solutions. Using innovative technology & product design, it produces products that offer a lower Total Cost of Ownership/ Total Cost of Service whilst reducing waste and pollution. For more information, visit