



## Cartridge World Asks SMEs Why Buy a Printer When You Can Loan One!

New Cartridge World program erases equipment fees and maintenance costs while providing support for toner monitoring

Sydney, 8 July 2019 - Small to medium sized businesses looking for ways to cut down on printing costs in this new financial year can now benefit from Cartridge World's new 'Why Buy A Printer' program. Featuring the benefits of a quality brand printer on loan at no cost for a period of up to two years with complimentary delivery and an optional low-cost installation service, businesses just need to commit to using Cartridge World's branded toners purchased from a local store. The program benefits businesses who need a new printer, may be losing valuable business hours in constant service monitoring and currently don't have an ongoing service or maintenance solution. Businesses can also now take advantage of new functionality, including scanning, faxing and copying abilities. In addition, Cartridge World's branded toners provide price savings of up to 30 per cent compared to other brands. As part of the program, Cartridge World will handle delivery, installation, ongoing service, toner supply and monitoring. Businesses also benefit from Cartridge World handling real-time monitoring to ensure that users never run out of toner. "In addition to the tangible product benefits, businesses can also potentially improve on printer supply costs, security, and environmental sustainability," says Peter Mitropoulos, CEO, Cartridge World. "By using our toner monitoring solution, customers can better manage their cashflow by only purchasing toner as required, lock in prices to avoid any increases and stop having to purchase multiple sets of toner cartridges that just sit in the cupboard collecting dust." In addition, the Cartridge World store team will also providing a personalised consultation tailoring a printing solution that best meets and SME's requirement and budget. "To thrive in today's rapidly evolving marketplace, organisations must completely rethink their approach to technology. There's an urgent need to harness emerging devices, software and services while at the same time extracting maximum value from existing investments. "Faced with digital disruption and constantly changing customer demands and a rapidly evolving competitive landscape, an organisation's technology infrastructure must be able to change just as quickly. This loan program enables Cartridge World to support successful businesses where change is constant and frees up management to focus on their business rather than be constrained by technology," says Mitropoulos. Ultimately, we're providing complimentary delivery of business class printer(s) and multi-function devices with all printer maintenance, repair, and service included. About Cartridge World Cartridge World is one of the world's largest dedicated specialty retailers of ink and toner printer cartridges and one of the world's fastest growing franchises. With over 120 stores nationwide, Cartridge World carries a large supply of hardware and consumables to suit most home, office and educational needs. The company supplies top quality inkjet and laser toner printer cartridges that are compatible with all of the leading printer brands: HP, Epson, Canon, Lexmark, Brother, Samsung and more. Cartridge World is so confident that its ink and toner cartridges will match, or perform even better than printer branded cartridges that the company offers a 100 per cent satisfaction guarantee. For further information please visit: [www.cartridgeworld.com.au](http://www.cartridgeworld.com.au) or call 1300 666 122.

### Contacts

David Bass  
+61 2 9922 6820  
[mailto: david@basspr.com.au](mailto:david@basspr.com.au)