

Verbatim Australia moves to streamline product range

In a move aimed at strengthening business performance and refocusing on their core range of data storage products, Verbatim Australia today announced their intentions to refine their extensive product range as of February 1, 2004. The changes will coincide with Verbatims Australian Head Office relocation to a larger warehouse to accommodate the rapid sales growth and at the same time improve customer service for Verbatim products. The products that will be transferred from Verbatims current range will include CD and DVD Printing and Duplication equipment, predominantly comprising the Primera, Rimage and CopySmart brands, for which Verbatim has been the authorised Australian distributor. From February 1, the full range of disc duplication hardware will be distributed through specialist hardware group, Region4 Pty Ltd, also located in Melbourne. Warranty service, technical support, and repairs for any of these products purchased prior to February 2004 will be carried out by Region4 for the full service period. Consumables such as cartridges for these products will be available from both Verbatim and Region4. The move is seen as a positive step for both Verbatim and Region4, allowing each an increased focus on customer service and a streamlined product range. "Focusing on our core products will be of great benefit to Verbatim, Region4 and our clients" says Merv Tabe, Managing Director of Verbatim and Callum Hingston, Managing Director of Region4. "The strong growth that we have experienced over the past 5 years working together has allowed us to focus on providing an infrastructure for supplying and supporting these specialised products. The large installed base of production equipment will be fully supported through Region4's technical staff." Meanwhile Verbatim are preparing to move to a significantly larger premises in early 2004. This comes after an extended period of growth in business. And with so many new and exciting product releases due in 2004, Verbatim will undoubtedly continue to be the market leader and innovator in the field of data storage technology. About Region4 For the past 5 years Region4 has provided product management and support services to Verbatim. Established relationships with the world leaders in production equipment, and local systems assembly allows Region4 to focus on the CD and DVD production market. The services team has the most extensive support system for CD and DVD printing and duplicating equipment in Australia. For more information see www.regionfour.com.au About Verbatim Since 1969 Verbatim has been at the forefront of the evolution of data storage technology. Today, more than 30 years later, Verbatim remains one of the most recognizable names in data storage and is an international market leader in the distribution of optical and magnetic media, computer hardware and computer consumables. Verbatim is currently the only firm in the world that designs, develops and manufactures high performance, high quality CD-Recordable, CD-Rewritable, DVD-Recordable and DVD-ReWritable media products, a complete family of 3.5inch and 5.25inch MO media. Furthermore the product range includes tapes, imaging products, digital devices and memory cards. For more information see www.verbatim.com.au Copyright 2003, Verbatim. All trademarks or registered trademarks mentioned herein are recognised as the property of their respective holders.