

FOR IMMEDIATE RELEASE

Continued OEM Price Increases Create Tremendous Dealer Opportunity

Chicago, Ill. — November 15, 2016 — OEMs continue to announce price increases — making this the perfect time and opportunity for dealers to address conversion from the OEM to remanufactured print consumables with customers. Clover Imaging Group (CIG) recommends lowering customer costs while improving dealer margins by offering affordable remanufactured cartridges as a solution to higher priced OEM cartridges. CIG offers premium remanufactured print cartridges that lead the industry in reliability and performance.

“While we never recommend promoting conversion from OEM to reman cartridges based on price alone, with OEM increasing prices yet again, this is a prime time to address how the change can impact your customer’s bottom line without sacrificing print quality,” said Luke Goldberg, EVP Global Sales and Marketing for Clover Imaging Group. “CIG’s brands have the highest success rates in the industry yet remain at the same affordable pricing structure. We have seen dealers have tremendous success with OEM conversion utilizing our brands through our GreenSweep program. ”

GreenSweep is the OEM conversion program taking the imaging industry by storm. CIG dealers should take advantage of this key client acquisition tool by targeting the competition, who are only promoting expensive OEM cartridges. GreenSweep offers CIG dealers up to a 10 percent rebate by acquiring new customers from the competition and converting their imaging supplies to CIG remanufactured products. Switching customers from OEM cartridges to CIG remanufactured cartridges provides the end user with savings up to 30 percent. All CIG manufactured ink and toner products are eligible for the GreenSweep program.

GreenSweep gives CIG dealers the chance to take back control from stringent OEM processes and disrupt imbalanced business practices. For more information about GreenSweep, dealers should contact their CIG sales representative and read more at cloverimaging.com/greensweep.

All Clover manufactured brands are eligible for the GreenSweep promotion.



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About Clover Imaging Group

Clover Imaging Group (CIG) provides unparalleled support, collection opportunities, and solutions to independent dealers, OEMs, and retailers throughout the imaging channel and includes the most respected and well-known brands in the industry, including: MSE, Dataproducts, Clover Environmental Solutions, OPRA, Axess Managed Print Services, Tecno Toner, Depot International and Latin Parts. This impressive group offers the market's widest array of products and services, supported by a vast engineering infrastructure, marketing resources, distribution capabilities, and strategic partnerships. By bringing all aspects of our business together, CIG is able to provide a level of partnership unsurpassed in the aftermarket imaging space. For more information, please visit cloverimaging.com.

Contact:

Luke Goldberg

Global EVP Sales and Marketing

Luke.Goldberg@cloverimaging.com