KATUN: EARNING CUSTOMERS' TRUST AND ADDING VALUE

Thomas Wolf (KATUN, USA)

For more than three decades Katun has been working hard to earn the trust of the customers all around the world. There is no greater testimonial to the value Katun provides than the enduring business relationships we have with tens of thousands of loyal customers, year after year.

Katun was one of the first to enter the Russian market with compatible supplies.

In Russia Katun is being represented by a range of distributors: TEKO, Resource Media, Ramis, VTT, Bulat and Optima

The customers of these Russian partners include the dealer/distributor owner, who sees Katun as the OEM-alternative option that helps improve the company's bottom line profitability, to the service manager, who knows he can trust Katun® products for reliable performance and consistent image quality, to the field to the field technician/engineer, who sees that Katun® Performance™ products work as well as - or sometimes better than - OEM parts and supplies.

In most recent time Katun launched a bunch of popular color copier and color printer supplies, to serve this market that is getting more and more share in Russia, by providing a real alternative to OEM and adding value to the customer.

The newest offer is a launch of a Katun Select brand products, which are launched just in 2013. The Katun® Select™ brand provides the high quality and consistent, reliable performance that customers have come to expect from Katun products. These products, which are backed by a two-year warranty, have been developed specifically for the highly competitive printer market and tested in Katun's state-of-the-art Research and Development lab to meet strict quality guidelines. Katun® Select™ imaging supplies are designed to meet or exceed customer expectations, including yields, image density, print quality and overall performance. Best of all, they are available at a very competitive cost.

Unsurpassed Quality is the Legacy of Katun's Value Proposition

Katun has a well-deserved reputation for providing the highest quality supplies and parts in the imaging industry. More than any other factor, our dedication to quality separates Katun from other aftermarket companies in Russia seeking to become your alternative parts-and-supplies partner, and enables us to provide you with unsurpassed levels of quality and consistency. We back our products with a no-risk warranty that offers the choice of credit or replacement. These high quality products are the result of three key factors: our lab, our processes and our people.

Quality Standards and Processes (http://www.katun.com/why-katun/quality/quality-standards-and-processes/)

Our thorough and exacting product development process includes detailed product analysis, comprehensive lab evaluation, field testing and ongoing product support.

Our Lab (http://www.katun.com/why-katun/quality/our-laboratory/)

Katun's research and development annex, located at our world headquarters in Minneapolis, Minnesota, features over 550 different OEM printers, copiers, MFPs and other office equipment, as well as a comprehensive range of test and diagnostic equipment.

Our People (http://www.katun.com/why-katun/quality/our-people/)

Dozens of Katun employees worldwide are directly engaged in Product Development, Technical Operations, Engineering Support and Quality Assurance.

A Deep, Broad and Growing Product Offering to Meet Your Needs

With more than 6,000 products to choose from, Katun has you covered. No other aftermarket company in the imaging industry can match the depth and breadth of our product offering across many different machine platforms.

Broad Product Selection
(http://www.katun.com/why-katun/products/comprehensive-product-selection/)

Katun provides imaging supplies, photoreceptors and parts for copiers, printers, MFPs, fax machines and digital duplicators from virtually every leading original equipment manufacturer, including Brother, Canon, Hewlett Packard, Konica Minolta, Kyocera Mita, Lexmark, Okidata, Panasonic, Ricoh, Samsung, Sharp, Toshiba, and many more.

Best-to-Market vs. First-to-Market
(http://www.katun.com/why-katun/products/best-to-market/)

Katun's "best-to-market" philosophy means that we won't bring a product to market until we are absolutely sure it meets your performance expectations. Unlike some other suppliers, who in their rush to be first to market either release a product before it is fully developed or use paying customers as their testing grounds, Katun thoroughly tests every product before it is made available for sale.

Adding Value to Color

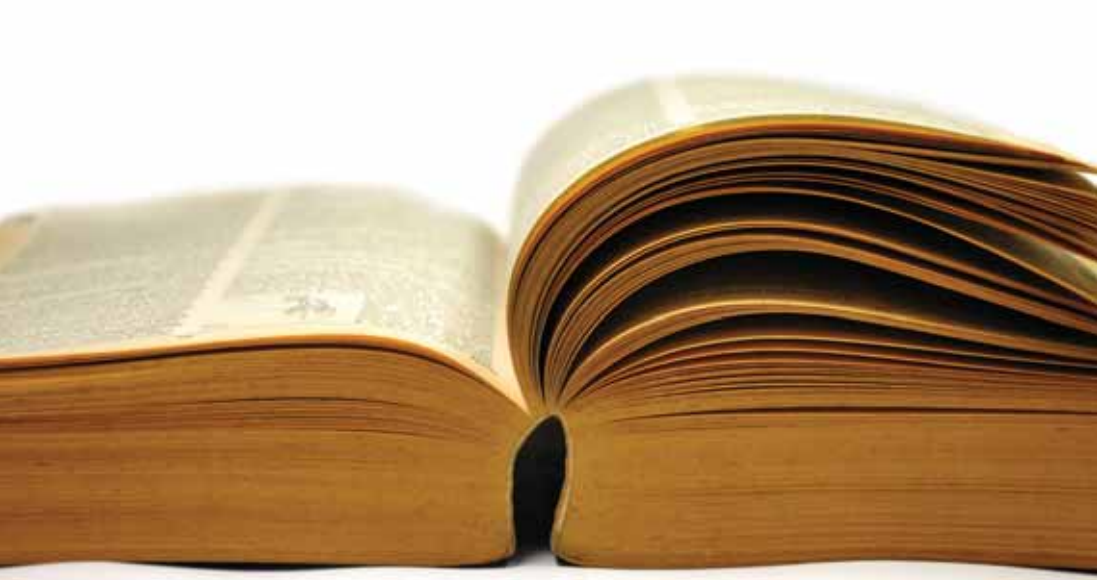
Katun products are often the only OEM-equivalent alternative available to dealers, especially when it comes to color products. Katun's technical expertise and resources allow us to overcome design and development challenges that other suppliers can't. In addition, Katun has developed products that actually perform better than OEM products or compensate for OEM machine design flaws.

Reduce your color supplies costs without risk. Katun® color products provide OEM-equivalent print quality, fusing performance and yields, as well as outstanding color reproduction, at a significantly lower cost than OEM color supplies. It's that simple.

As has been the case for three decades with monochrome products, Katun® color products for copiers, printers and MFPs provide quality and value unsurpassed in the imaging industry. Choosing Katun® color products will reduce your supplies costs, enhance your profitability, and satisfy your end-user customers. Think of Katun as your aftermarket color solutions provider – as a viable alternative or a complementary option to your OEM.

The Time to Choose a Color Partner is Now

The steady growth of color in Russia represents both an opportunity and a threat to your organization – particularly as the color category matures and competitive price pressures escalate without an equal degree of cost relief. Smart dealers are leveraging part of their color supplies with a trustworthy aftermarket color partner today, in anticipation of the inevitable profit ero-



We Wrote the Book on Compatible Toner!

The next time you need printer toner, think Katun. Katun wrote the book on compatible copier supplies decades ago, and have been the preferred choice of thousands of office equipment dealers and their technicians since then. The latest chapter, Katun Laser Printer Cartridges, is a best-seller as well. Katun laser cartridges provide print quality, reliability and yields equivalent to OEM products, but at a fraction of the cost.

The next time you need printer supplies, turn to a best-selling author... Katun!

www.katun.com

KATUN®

sion to come in the color category. And some Russian dealers have not even thought about color besides the OEM. Time to change it.

Katun 2013 Russia Color promotion: Test it!

Via its distributors, Katun offers free test samples of color cartridges. There is a range of popular cartridges that can be tested for free, means without costs for you. For terms and condition, please ask your distributor in Moscow or St. Peterburg.

A Comprehensive Solution

Whether you need products for your legacy analog copiers or recently placed MFP applications, Katun offers everything you require to service these machines efficiently and profitably.



Imaging Supplies

Katun provides imaging supplies that consistently meet or exceed your most demanding performance expectations – and those of your customers.



Photoreceptors

Photoreceptors (also referred to as drums) have been a Katun specialty since the early 1980s, when we proved our capabilities with selenium-based drums.



Copier/MFP Parts

Parts of all types are essential to keeping the charging, fusing, cleaning, paper feed, and other systems within office equipment operating efficiently.

Managed Print Services in Russia available from Katun

What is MPS?

Managed Print Services (MPS) – sometimes referred to as print managed services – is the management and optimization of networked fleet imaging devices (printers, copiers, etc.). MPS helps your customers better manage their document output costs while you provide them the service and supplies they require.

How Does Katun Meet Your MPS needs?

Katun MPS programs/products and support services vary by geographic region. In Europe, Katun Dealer Fleet Management (KDFM) software and support services are offered in select markets. In the United States, dealers enrolled in Katun's Customer Solutions program can qualify for subsidies of their MPS costs.

Learn More about Katun Managed Print Services

Free demos are available from our KDFM distributors in Russia:

Katun Distributor in St.Peterburg: Umacs (www.umacs.ru)



KATUN Dealer Fleet Management

OEM	Features / MPS Solutions	Multi OEM	Interface ERP	PROGRAM COVERAGE: meta reading, .toner level, service state	Billing on Mfp Selected by dealers	Local language support	IT MODE: Hosted, .Saas
CANON	Canon EMaintenance	🔴	🔴	🟢	🟢	🟢	🔴
KYOCERA MITA	Kyofleet (Kyocera)	🟢	🟡	🟢	🔴	🟢	🔴
FMAudit	FMAudit	🟡	🟡	🟢	🟢	🔴	🟢
KATUN	**KATUN**	🟢	🟢	🟢	🟢	🟢	🟡
Konica Minolta	Archange	🔴	🔴	🟡	🟢	🔴	🔴
PrintAudit	PrintAudit	🟢	🟡	🟢	🟢	🟡	🟡
Printfleet	Printfleet	🟢	🟡	🟢	🟢	🟢	🟢
MWAi	MWAi	🟢	🔴	🟡	🟢	🔴	🟡
RICOH	Ricoh @remote	🔴	🟡	🟢	🟢	🔴	🔴

🟢 YES 🟡 Not available yet 🔴 NO

KATUN DEALER FLEET MANAGEMENT