

An Exciting, Rapidly Growing Business Segment

If you are considering opening a new business, the ink and toner discount retail marketplace is one of the fastest growing businesses in the United States and around the world. There are four key reasons:

- ★ Everyone is your (potential) customer - both individuals and businesses.
- ★ Consumers and businesses are fed up with the high cost of ink and toner supplies - and they feel that they are being gouged.
- ★ People are printing and copying more than ever before. The paperless office has not happened, as advances in software and equipment have made it easier than ever to print documents and photographs.
- ★ Ink and toner are consumables. Customers need to buy supplies over and over again.

CONSUMERS AND BUSINESSES ARE ALWAYS LOOKING TO SAVE ON THE INCREDIBLY HIGH COST OF PRINTER, COPIER, AND FAX SUPPLIES.

How to Get Started

Option #1

- ★ Do the research and start your business yourself. Don't underestimate the work, time, challenges, and costs involved.

Option #2

- ★ Sign on with a franchise. Your start up costs will likely be \$150,000 to \$180,000 (or more) and you'll pay royalties (typically 6% of sales) and marketing fees (typically 2%-4% of sales) for as long as your store is open.

Option #3

Better
~~The Franchise~~
Alternative™

- ★ Let us train you. We'll teach you how to run a low start-up cost, low-overhead operation - both the business side and the technical side. You'll learn how we were able to achieve profitability and high volume quickly and with a business model that requires minimal personnel. You'll see why our decision not to sign on with a franchise has been an extremely profitable one.

INK & TONER USA is NOT a franchise

With our training and licensing program, you:

- ★ Pay a one-time training fee.
- ★ Never pay franchise fees.
- ★ Never pay royalties or marketing fees. (You'll keep 8%-10% of your sales in your business - not pay it to the franchisor.)
- ★ Keep your start-up costs to a minimum.
- ★ Can run your business under your own name or license the INK & TONER USA name (for a nominal annual fee).
- ★ Won't be forced to buy your supplies from the franchisor.
- ★ Will buy directly from our great suppliers.
- ★ Will be able to keep your financial records to yourself - and not have to grant a franchisor the right to see them.
- ★ Will be trained in beautiful West Palm Beach, Florida - at our headquarters and flagship store.

If you would like to learn more, contact us in West Palm Beach at:

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www.inkandtonerusa.com

ink & toner™
USA
SAVE ★ BIG ★ BUCKS

Panasonic SHARP

EPSON



Canon DELL LEXMARK brother XEROX



- ★ *NO franchise fees*
- ★ *NO royalties*
- ★ *NO marketing fees*
- ★ *Run your business the way you want*
- ★ *Keep your finances to yourself*
- ★ *One-time training fee*
- ★ *Optional licensing program*
- ★ *Low start-up costs*
- ★ *Proven, low overhead, low personnel, high profit business model*
- ★ *Comprehensive business & technical training program*
- ★ *Leverage our success & experience*



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Toner
Business?



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