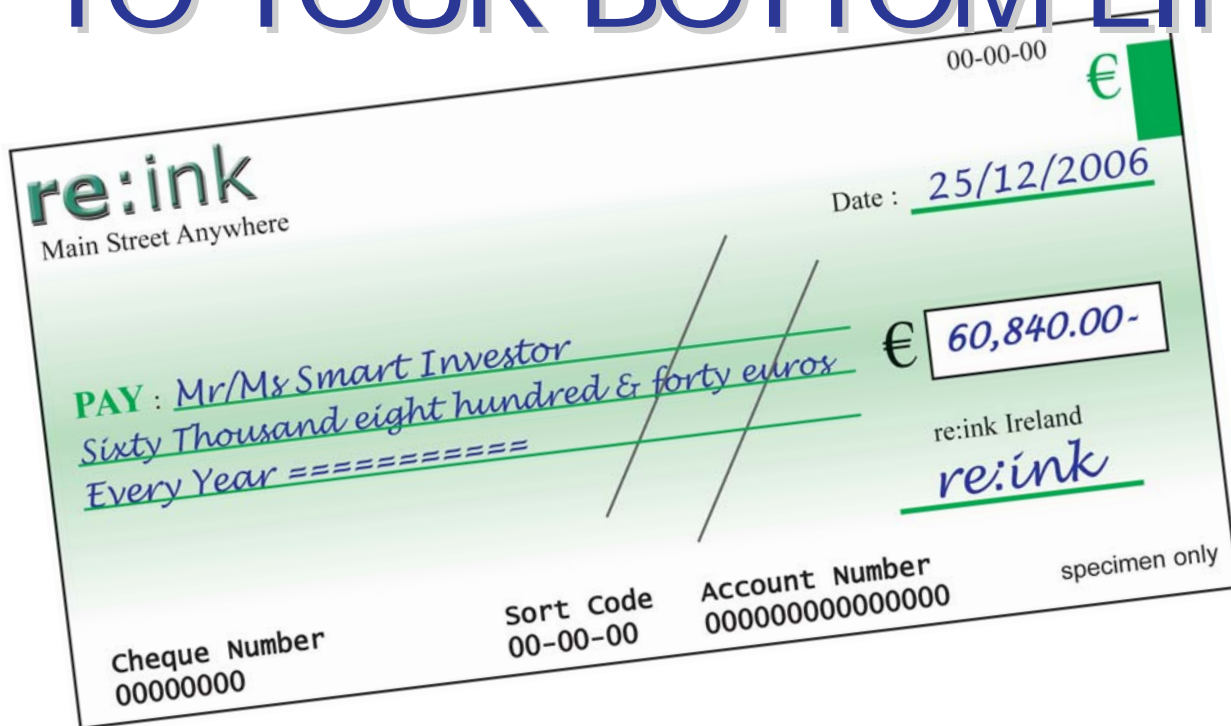


ADD €60,000 TO YOUR BOTTOM LINE



€ 60,840 added to your gross profit in just twelve months time. Imagine the boost that this could give your business, the possibilities it could open up and the added security that it would bring. You can turn this into a reality with a new profit partnership opportunity brought to you by **re:ink**.

It is an unmissable opportunity to expand your business it ticks all the right boxes.

- A growth market with unprecedented growth potential
- A low space requirement with a limited stock holding
- A complementary, value added service for your existing customers
- A service that will attract new customers to all areas of your business
- Regular repeat orders
- Attractive high margin transactions
- Environmentally friendly
- Fully supported by experts in their field

A NEW PROFIT PARTNERSHIP FOR YOUR BUSINESS

The Market Potential

The computer printer cartridge and laser toner refill markets offer excellent business potential.

This is a multi-billion € business which is expanding rapidly, yet is underdeveloped in terms of consumer choice.

Some key factors which are driving the cartridge refill market forward are:



Imagine if every time a car ran out of fuel we sent it to the scrap yard! It would not make much sense and would be a huge waste of resources. Yet this is exactly what millions of consumers do each year with their computer printer cartridges.

Like a car a cartridge takes significant natural resources to make. Like a car it has precision engineered components and like a car it can also be refilled and used again and again.

- Personal computer ownership rates in Ireland continue to grow
- The PC market is being boosted by the fact that many households now have more than one computer or would like to acquire another computer
- PC printers are now being more heavily used as the range of user possibilities grows.
- Increased home printing of digital photos means heavy ink use.
- Printers are now being used more extensively by students and for internet and hobby activities
- Business use of PC printers is expanding due to increased use of desk top publishing and other colour and photo printing applications.

All these factors mean that the demand for printer cartridges is growing at a rapid rate and refills are taking an increasing share of this expanding market because...

- Consumer perception of refilled cartridges is changing, driven by cost, environmental concerns and quality improvements. Most consumers will now accept a professionally refilled cartridge.
- Original replacement cartridges have high end premium prices. This means the consumer can make significant savings on cartridge refills while the service provider can make a highly attractive margin.
- The market for cartridge refills is largely underdeveloped in terms of consumer choice. In many cases customers do not have cartridges refilled because there simply is no service available to them or they are not yet aware of the service.

A NEW PROFIT PARTNERSHIP FOR YOUR BUSINESS

The Profit Potential

Getting into the cartridge refill market and capitalising on this excellent profit opportunity can be a straightforward process with the assistance of re:ink.



re:ink is a leader in the field of printer cartridge refilling with over ten years experience in this specialist sector. We are one of the only genuine cartridge refill operations in Ireland and we offer a high quality, environmentally friendly and cost effective service to a broad base of customers.

We have specialist knowledge of the market and the refilling process.

Our service is efficient and maintains very high customer satisfaction ratings.

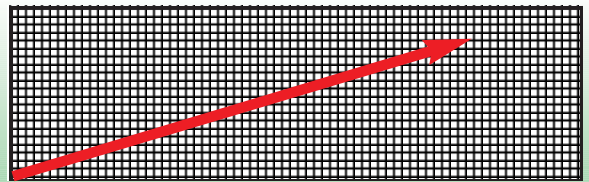
Due to rising demand we are now seeking partners across Ireland who would like to offer an innovative refill service that offers excellent business potential. The key to this potential is the **re:ink rapid refiller**, a state of the art cartridge refill machine that means just about any cartridge can be professionally refilled with top quality ink and tested in minutes.

The **re:ink rapid refiller** also offers many other unique advantages.

- Easy to use, capable of clean and effective operation after simple training.
- A compact unit that requires only a limited amount of space in your premises.
- Guaranteed quality through refill method.
- All major cartridge brands and colour variations catered for.
- Fast and efficient refilling for high levels of customer satisfaction.

A NEW PROFIT PARTNERSHIP FOR YOUR BUSINESS

Unlock your Potential



Our experience shows that with the right promotion and a good location reaching a refill volume of 20 units per day is achievable. Based on an average sales price of €15 and 65% margin the following gross profit could be yours....

20 units @ 15 = € 300 /day = € 1800 / week
52 weeks @ € 1800 = Turnover of € 93,600

Margin = 65% =

Gross Profit of € 60,840

A partnership with **re:ink** is the simple way to unlock your potential and claim a profitable share of this growth sector.

We have put together a complete package that includes all the equipment, initial stock, training, back-up and marketing support you need:

- State of the art refilling machine with full technical support
- Consumables supplies and packaging for 500 ink cartridges
- Extensive training package covering equipment use, and promotion
- A complete step by step operations manual
- Ongoing marketing support package including
 - Use of established brand name
 - Ready to print leaflet templates
 - Signage templates
 - Advertising formats
 - Press pack
- Assistance with retail promotion
- Regional exclusivity (subject to minimum volume agreement)
- Website referrals for your area generated by the **re:ink** national website
- Access to expert telephone support and the extensive **re:ink** knowledge base
- Low prices on complementary products such as original cartridges and IT equipment.
- Regular discounted special offer products for value added sales.
- Competitively price office consumables.

This complete package is available for a one-off cost of only €25,000.

This means that with the achievement of volume targets, your investment cost can be fully recovered in less than four months.

After that you simply contract to buy your supplies from **re:ink** and pay a small annual license fee.

Your next step? Fill in and return the attached form and one of our representatives will be in touch.

A NEW PROFIT PARTNERSHIP FOR YOUR BUSINESS

The Next Step to Profit

If you feel that your business has what it takes to unlock its cartridge refill profit potential then take the next step by completing the appraisal form below and returning it to re:ink.



Business Name: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Contact Name: _____

Position: _____

Please provide a brief description of present business activity:

Number of staff: _____

Please tick:

Do you have a retail shop front: Yes: No:

Do you currently sell printer cartridges: Yes: No:

Please choose the description that best describes your location:

High St	<input type="checkbox"/>	Shopping Centre	<input type="checkbox"/>
Central side street	<input type="checkbox"/>	Main road	<input type="checkbox"/>
Business Park	<input type="checkbox"/>	Other (please state):	<input type="checkbox"/>

Please return this form to: re:ink

By post to: re:ink, The Recycling Village, Unit 4 Tenure Business Park,
Monasterboice, Drogheda, County Louth.

By fax to: 041 6862366 or email to: ivan@reinkireland.com

A NEW PROFIT PARTNERSHIP FOR YOUR BUSINESS