

**KATUN<sup>®</sup>**



**Your  
Trusted  
Partner When  
It Matters Most**

[www.katun.com](http://www.katun.com)

# Katun Is Your Trusted Partner When It Matters Most

*Consolidation, technological advancements, fluctuating markets, unreliable imports, increased pressure on color margins, IP disputes, OEM muscle-flexing . . . it is all part of today's rapidly changing imaging industry. Threats and challenges that once appeared to be future concerns are at your doorstep now.*

Imaging professionals worldwide, including distributor/dealer principals, service managers and technicians, are looking for stability, quality and profitability in these uncertain times. Successful companies have depended on Katun, the imaging industry leader in quality, cost savings and service, for more than 40 years. Not surprisingly, more companies are switching to Katun every day. We provide the value and choice you need to remain profitable in an increasingly competitive world and volatile business environment. Why wait to switch to Katun from expensive OEM or unreliable aftermarket products? **Your future is now.**

We have a comprehensive selection of products for your copiers, printers and multi-functional devices (MFD's). Although monochrome is where we built our legacy of quality and reliability years ago, color is where we now lead the aftermarket. In addition, our offering of service accessories, imaging equipment, customer programs and solutions enable you to become the most efficient and profitable organization you can be.

At Katun, we continually evolve to meet your needs. We are bringing products to market quicker than ever before, while still maintaining high quality standards. As a global company, we continue to invest in region-specific product development opportunities and programs that are a perfect fit for your business

## Synergistic Strategic Ownership

In January 2018, Katun was purchased by General Plastic Industrial Co., Ltd. (GPI) of Taiwan. GPI is an established, successful, and highly regarded leader in the imaging industry that develops, manufactures, fills and distributes toner cartridges for imaging equipment. Under this strategic ownership, Katun continues to expand our capabilities and expertise. GPI's high-quality manufacturing and technical capabilities are completely aligned with Katun's value proposition, and present exciting opportunities to bring high-quality products to you even faster. In addition to improvements in bringing products to market quickly, Katun has experienced efficiency and quality advancements that come from greater control of the development, manufacturing, testing and distribution processes.



## BRANDS

### Katun Performance™

Katun Performance™ is our premier brand, encompassing our highest-quality products that provide OEM-equivalent life and yields, excellent image quality, and outstanding color reproduction. Product performance is comparable to that of OEM products, but at significant cost savings – thereby delivering your best overall value!

### Katun Business Color™

Katun Business Color™ products provide OEM-equivalent life/yields, consistent image quality and color reproduction that meets or exceeds end-user expectations in business color applications. These products combine substantial cost savings, strong product performance and excellent value.

### Katun Access™

Katun Access™ products offer low pricing and consistent life/yields. Solid image quality – similar to that of products offered by other aftermarket companies – enables price-sensitive buyers to purchase imaging supplies that provide dependable performance.

### Katun Select™ (only available in specific geographic regions)

Katun Select™ products are only available for printer applications in specific markets. These products are designed to meet or exceed customer expectations, including yields, image density, consistent print quality and overall performance. Best of all, they are available at a very competitive cost compared to OEM printer cartridges.

### Katun Business Ink™

Katun Business Ink™ cartridges for inkjet business applications have been remanufactured using high-quality components. These products have been developed and rigorously tested to provide OEM-equivalent image quality and yields, along with outstanding color reproduction and overall performance, at significant cost savings versus purchasing OEM inkjet cartridges.



## Color

Katun estimates more than 175 billion pages have been produced globally using Katun brand color toner for copiers, printers and multi-functional devices. Color products are where we truly stand apart from the rest of the aftermarket. Providing high quality color imaging supplies is a great technological challenge for many other aftermarket suppliers. Katun overcomes this challenge with experienced technical and product experts, advanced product development processes and adherence to stringent testing standards. Dealers and distributors are pleased to know an aftermarket company can produce color products that provide print quality and color reproduction equivalent to OEM products – and that company is Katun.

## Monochrome

Monochrome prints still make up a large percentage of office imaging output today. Katun has been producing monochrome products since our inception, and we are still providing the industry's best value in monochrome parts and supplies. From newer machines to legacy devices, Katun has your monochrome needs covered.

## Printer (A4) Supplies and Parts

For the past decade, dealers and distributors have recognized the great value in Katun's comprehensive and growing line of toners and parts for printers. Katun provides monochrome and color new-build and environmentally friendly remanufactured cartridges laser toner cartridges for the most widely placed laser printers in the world today. Katun offers products for every major OEM printer line including Brother, HP, Lexmark, OKI, Samsung and more. We also have a growing range of reliable and cost-effective remanufactured inkjet cartridges for business applications. In addition to toner cartridges, in some markets Katun provides bulk toner, parts and components to help remanufacturers produce high-quality, cost-effective toner cartridges themselves.

## MFD (A3) Supplies and Parts

Katun started as the global "go-to" provider of alternative imaging supplies and parts for analog copiers. Today our parts offering ranges from small service parts, including feed components, waste toner containers and fusing components to larger components like photoreceptors, drum units and drum unit rebuild kits. Imaging supplies include toner cartridges and bottles, as well as bulk toner in some markets.

As technology has evolved, and analog copiers have been replaced by multi-functional devices, Katun continues to make product development and quality assurance investments to ensure we are always at the leading edge. Katun has focused on quickly developing products for newer digital applications, while still offering options for dealers with legacy analog copier fleets, all the while maintaining our position as the best value in OEM-alternative products.

## Imaging Equipment

In a growing number of markets, Katun now offers a range of imaging hardware, including label printers and remanufactured/ refurbished laser printers and MFDs. These reliable imaging devices help dealers expand their fleets and, within MPS accounts, reduce equipment and supplies costs.

## Service Accessories

Service organizations, including technicians and engineers, depend on Katun for value when purchasing service accessories. The quality standards used in developing Katun parts and supplies are also applied to developing and assembling Katun's extensive offering for all products essential for service calls, including vacuums, cleaning supplies, tools, and more.

## Managed Print Services

If you are already counting on MPS as a reliable revenue stream, or if you are just exploring the possibilities, look to Katun. In many markets we offer the software programs, systems and support you need to execute a comprehensive MPS program.

Katun offers one-stop shopping, 24/7 online ordering and the industry's broadest selection of high-quality compatibles across multiple platforms. We have you covered for printers and MFDs, including all the major OEMs within each platform, most models within each OEM line (monochrome and color), and the broad range of parts and supplies required to service each model. If you are looking to improve your cost-per-print, Katun is a great resource.

With KDFM (Katun Dealer Fleet Management), which is available in select markets, you will find a robust MPS portfolio that includes software solutions and more, including automated toner fulfillment. Our KDFM options are highly efficient, easy to install, access, use and manage – plus we offer IT support. Katun will help you leverage your MPS program to land new customers, retain existing customers and generate revenue. KDFM keeps you independent, unlike programs offered by the OEMs.

## Programs and Services

Katun provides programs and services to help your grow your business. Depending on the market, these can include loyalty and discount programs, technical services, education subsidies, automated toner fulfillment, personalized products, and direct-to-end-user programs. Katun partners with you to help you optimize your processes and make your day-to-day operations more efficient and profitable. Contact your Katun sales representative for more information on our programs.



## Quality

Katun built its reputation by consistently providing OEM-equivalent quality copier parts and supplies. Today we are equally focused on providing you with reliable products across numerous machine platforms that deliver excellent performance and unsurpassed value. Enabling you to maintain high levels of customer satisfaction is our goal; Katun gives you the confidence to switch from costly OEM products. This level of quality also ensures our product performance unfailingly exceeds that of cheap aftermarket competitors.

Tens of thousands of dealers have trusted Katun with their imaging supplies business for years. We have great confidence in our products and demonstrate that by backing all of our printer and MFD products with a no-risk warranty that offers customers the choice of credit or replacement.

At the heart of our quality commitment is Katun's state-of-the-art research and development laboratory in Minneapolis, Minnesota, USA, where products are tested to ensure high quality and consistent performance. The lab, which features hundreds of imaging devices, millions of dollars in testing and diagnostic equipment, and a staff of experienced product development personnel and laboratory technicians, is dedicated to ensuring you and your customers are completely satisfied with Katun's products.

Decades of experience have afforded us the opportunity to develop relationships with world-class suppliers from across the globe. These relationships not only ensure a consistent flow of high-quality products from a variety of sources, but they allow us to collaborate with other technology leaders to further establish our position at the forefront of the industry as innovators and problem solvers. More than any other factor, quality separates Katun from other companies seeking to become your alternative parts-and-supplies partner.

## True Cost Savings

When you are looking for an alternative to parts and supplies offered by the original equipment manufacturer, cost savings are paramount. Katun products offer significant cost savings versus OEM products, typically 20% or more. Helping you increase your organizational profit is a core principle of our value proposition. We do this by offering substantial savings versus the OEM products and competitive pricing versus other aftermarket companies. However, cost savings without quality can lead to increased service costs and damage to your hard-earned reputation. The savings you receive with Katun products are offered in conjunction with our unwavering commitment to quality – ensuring not only competitive pricing, but **true cost savings**.

## Service

At Katun, service means excellent technical support, efficient delivery, friendly customer service and knowledgeable salespeople. Our friendly and experienced customer service and sales representatives and our intuitive, easy-to-use online catalog are key components of our customer service strategy. Katun's customer technical services (CTS) staff ensures you receive the top-level technical support you need. Our CTS program, available in select markets, offers training seminars, hands on technical sessions and customer roadshows. In addition, our global distribution provides timely, reliable and efficient product delivery.

## Environment

One of Katun's core values is to be environmentally friendly. We actively participate in the circular economy by selling remanufactured products that provide our customers with high-quality, cost-effective choices. We also encourage our customers to return used cartridges and drum units to our collection and recycling partners. In addition, Katun is committed to doing the right thing in our overall environmental approach, and striving to comply with environmental and safety directives from the governments in the countries where we do business.

## About Katun Corporation

- Headquarters: Minneapolis, Minnesota, USA
- In business since 1979
- Estimated 1.3 trillion pages produced using Katun products
- Estimated 175 billion pages produced using Katun color products
- Online catalog available at [www.katun.com/kolc](http://www.katun.com/kolc)