

## Meet the Challenges of Tomorrow - *Today*

*With Your Trusted Partner*



With a new economic reality and a landscape of rapidly changing technologies, markets and customer expectations, Katun is developing the programs, products, and **solutions** you need to stabilize your business, increase your profitability, and **meet tomorrow's challenges**. In addition to providing parts and supplies for your legacy monochrome machines, we'll help you discover new revenue streams and increase profits with new-build and remanufactured **printer** products, while also meeting the changing demands of your existing customers with our large and growing selection of high-quality color parts and supplies. Katun is the perfect complement to your OEM; providing value when and where you need it most.



# Investing In Emerging Technologies to Help You Grow Your Business

## Color Products

We estimate that well over 12 billion pages\* have been printed using Katun® color toners for copiers, printers and MFPs. Our color success is based on a simple concept: if we provide the most reliable color products possible, we will earn our customers' trust. Over the past several years, Katun has become more than just a reliable source for compatible monochrome products. We've developed a reputation as a partner who can be trusted to provide OEM-equivalent color products that provide consistent quality and reliable performance, as

well as substantial cost savings; increasing your profitability without increasing your risk. Learn more about our color product offering at [www.katun.com/color.html](http://www.katun.com/color.html).



## Printer Products

For over thirty years, office equipment dealers around the world have depended on Katun for high-quality, high-value products for their analog copiers and digital copier/printers. As the copier and printer markets continue to converge, we have responded by offering a comprehensive selection of laser printer supplies that provide the optimal levels of quality and value that customers have come to expect from Katun.

For traditional copier dealers looking for new revenue streams, Katun's robust printer product offering and programs represent an outstanding opportunity – Katun can help you capture clicks and navigate new territory on the printer side of the business. Whether color or monochrome, new-build or remanufactured, Katun's wide range of printer toner cartridges and other printer products will satisfy you and your customers.

*\*Estimate based on number of cartridges sold times estimated yield per cartridge.*



## Supporting Your MPS Initiatives

Offering a wide, high-quality selection of monochrome and color imaging supplies at competitive pricing is extremely important, especially for the many organizations worldwide that are implementing managed print systems (MPS). While the upside of landing a new MPS contract is obvious, the challenge of finding reliable, quality suppliers for all the new office equipment you inherit with each contract can be daunting.

Katun is the optimal solution - offering one-stop shopping, 24/7 online ordering and the industry's



broadest selection of high-quality compatibles across multiple machine platforms. We cover all of the significant machine platforms – copiers, printers and

MFPs – and all the major OEMs within each platform, the vast majority of the models within each OEM line (monochrome and color), and the vast majority of parts and supplies required to service each model. You won't find a more comprehensive resource anywhere in the imaging industry!



# Products

## Imaging Supplies

Katun® imaging supplies consistently meet or exceed our customers' most demanding performance expectations. Monochrome and color products are developed to provide industry-leading print quality, yields and overall performance. Our product offering includes:

- ▶ Monochrome and color toners for copiers and MFPs
- ▶ Monochrome and color toner cartridges for laser printers and fax machines
- ▶ Toner for high-speed production printers
- ▶ Inks and masters for digital duplicators
- ▶ Thermal transfer ribbons

## Photoreceptors

Katun® photoreceptors are installed with confidence in virtually every type of office equipment, including older and new-generation machines, analog and digital, monochrome and color. Our product offering includes drums, drum unit/cartridges, and drum unit/cartridge rebuild kits.

## Parts

Katun applies unsurpassed levels of precision and care in developing the world's most extensive range of parts for a wide variety of office equipment. Like our imaging supplies and photoreceptors, Katun® parts are developed and tested to provide OEM-equivalent life and performance.

## Accessories

The same high quality standards used in developing Katun® parts and supplies are applied in assembling Katun's extensive service accessory offering. Katun is your source for vacuums, cleaning supplies, tools, and other products that are essential for service calls and help service technicians/ engineers work more efficiently.



# Brands

## Katun® Performance™

The Katun® Performance™ brand is our complete line of office automation products that combine our highest quality level with consistent, reliable performance and competitive pricing...making them an excellent value. These products meet strict quality guidelines, and have been tested and approved according to Katun Performance 360° certification.



## Katun® Business Color

Color output from business color applications is inherently variable. Even when using OEM toner, color reproduction can vary from OEM to OEM, from machine to machine, and even from print to print. Customers using business color applications expect outstanding color reproduction, but are not looking for precise color matching. For these end-users, Katun® Business Color products will meet or exceed expectations

while providing tremendous value. Like our Katun® Performance™ brand, Katun® Business Color products provide excellent color quality – including halftones, image resolution, and gloss. They are subjected to the same rigorous qualification and assurance testing as our Katun® Performance™ products to ensure they provide OEM-equivalent print quality, fusing performance, and yields, and meet or exceed end-user performance expectations in business color applications.



## Quality Driven By Research and Development

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. In addition, dozens of Katun employees worldwide are directly engaged in Product Development, Technical Operations, Engineering Support and Quality Assurance. More than any other single factor, this separates Katun from other companies 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.

## Technical Support

Experienced Katun technical managers are strategically stationed around the world to actively support new Katun® products, resolve any possible product performance related concerns, and maximize your satisfaction. A dedicated staff provides you with convenient reference guides and informational pieces that address technical issues that are timely and

relevant to your business. Many Katun sales representatives have strong technical backgrounds, and employees in virtually all business areas complete training in the fundamentals of analog and digital office technology.

## Customer Service

Katun provides fast, convenient ordering and rapid, dependable product delivery. Whether you place your order via the Katun Online Catalogue or by phone, fax or e-mail to one of our customer service centers worldwide, it is processed quickly and accurately. Our online catalogue is recognized as an industry-leading e-commerce resource for dealers and distributors, and features robust search capabilities, real-time inventory, and a timely New Product Announcements feature.



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**We Are In Business For You** ▶ At Katun Corporation, we are thankful for the support you've given us for over three decades. As you prepare to meet tomorrow's challenges, rest assured that we are working hard for you – developing the programs, products and solutions you need to meet those challenges. It's how we've earned your trust in the past and how we will continue to earn your trust in the future. After all, **you** are the reason we're in business.

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## Company Background

Katun has been providing OEM-equivalent or better imaging supplies, photoreceptors, parts, tools and accessories to the office equipment industry for over thirty years. In many ways, Katun helped legitimize the imaging aftermarket three decades ago by providing high-quality, high-value alternatives to OEM products.

Founded in 1979 with a commitment to providing the imaging industry with the highest levels of quality, service and value, Katun continues to hold the position as one of the largest alternative suppliers of imaging products in the world.

Katun serves over 18,000 dealer and distributor customers in more than 150 countries, in a growing number of markets and channels, including the office equipment, office supply, IT and network print channels, as well as the print production channel. We leverage over 30 years of experience as a worldwide industry leader to provide customers in both old and new channels, with outstanding overall value.



For more information, or to register for our online catalogue, visit [www.katun.com](http://www.katun.com).