

ELITE 2007 dealer



MEET THE ELITE

During the 20 years OfficeDEALER has been presenting these awards, we've discovered that it's not any one thing that makes a dealer Elite. Rather, it's a combination of qualities that makes an Elite Dealer stand out from the pack. Yes, they continue to achieve year-over-year growth, an especially difficult thing to do in a highly competitive market where margins aren't what they were 20 years ago. But it's so much more than just sales figures, even though that's a quality that helps them stand out in the eyes of the manufacturers who nominate many of these dealers. These folks also stand out because of their innovative sales and marketing campaigns, their foresight to embrace and invest in new solutions that enable them to keep pace with ever-changing customer needs, and for being good employers and valued members of the communities in which they serve.

It's all about customers at Keystone Digital Imaging

KEYSTONE DIGITAL IMAGING INC.

Aston, Pa.

> www.kdi-inc.com

- **Vendors/product lines:** Savin, Toshiba, HP, Lexmark, Okidata
- **Tagline:** "Original Thinkers in a World of Reproductions"
- **Why Keystone is Elite:**

From 2005 to 2006, it experienced 20 percent growth, from \$10 million in sales to \$12 million.

Its reliance on a superior service organization is illustrated by its 3-1 ratio of technical support staff to sales personnel.

It's a Toshiba 2007 ProMasters Service Award winner.



July 2007 ribbon-cutting ceremony in Voorhees, New Jersey. KDI's fifth sales office.