

January 2018

## The Dangers of Using Counterfeit Print Supplies

Counterfeit products present a significant problem for consumers around the world who mistakenly purchase fraudulent goods. The office technology space is not immune to this scourge, as counterfeit ink and toner cartridges for printers have become increasingly common in recent years, with massive raids resulting in millions of dollars of bogus printing supplies being seized. While the manufacturers of the products being counterfeited lose revenue to this illegal practice, they're not the only victims. The end users purchasing what they believe to be genuine printer cartridges are being hoodwinked by counterfeiters, paying near what they would pay for a genuine product for an inferior knock off.

### What's the downside of counterfeit cartridges?

First and foremost, counterfeit print cartridges can compromise the efficiency, reliability, and longevity of your office equipment. Tests conducted by Buyers Laboratory Inc. (BLI), an independent research organization, revealed that up to 47 percent of non-genuine toners failed during their lifetimes. Counterfeit ink and toner cartridges can also result in lower page yields, substandard print quality, increased servicing, and costly damage to your printer. Genuine ink and toner cartridges are manufactured and assembled while adhering to strict specifications put in place to ensure the reliability and safety of the product. These cartridges go through rigorous quality assurance measures to ensure they meet the manufacturer's high standards. Counterfeit cartridges do not.

### How to identify counterfeit products?

Unfortunately, counterfeit printer cartridges can be difficult to detect. Some manufacturers utilize anti-counterfeiting measures to guarantee quality, such as holograms, QR codes, or embossed label characters that change color at different viewing angles. Carefully examine your ink and toner cartridges for a manufacturer's logo that matches the one on your printer and only purchase remanufactured cartridges from reliable sources. Also carefully look for damages or flaws to the cartridge; any scratches or nicks would not be present on a genuine product, as they are held to much higher standards than their counterparts.

### How can you protect yourself against counterfeit print supplies?

The surest way of avoiding a counterfeit print cartridge is by purchasing your supplies from a reputable office technology provider. Avoid buying printer consumables from online sources such as Amazon and eBay; instead, turn to an office equipment dealer that has been in business in your area long enough to make them a trustworthy partner. You may pay a little more, but you'll end up getting a higher return on your investment without putting your expensive devices at risk.

You rely on your office printer to help ensure efficiency and productivity in your business, why would you want to use anything but the best consumables in it? Guarantee outstanding value and exceptional quality by avoiding counterfeit printer cartridges. **Contact us today to learn more.**



## IT'S TIME TO UPDATE YOUR **METER CONTACT** INFORMATION!

Please email your **PREFERRED METHOD OF CONTACT** and the following information to **METERS@KDI-INC.COM**:

- |                       |                                  |
|-----------------------|----------------------------------|
| > <b>Company Name</b> | > <b>Machine ID</b>              |
| > <b>Contact Name</b> | > <b>Current Meter Date</b>      |
| > <b>Phone</b>        | > <b>Model</b>                   |
| > <b>Email</b>        | > <b>Serial Number</b>           |
| > <b>Fax Number</b>   | > <b>BW Meter or Color Meter</b> |

Interested in automated meter collection and toner replenishment for your networked machine?

Please contact:  
**SERVICE@KDI-INC.COM**

## How's Your Company's Financial Health?

The following factors are a good place to start when gauging the health of your company's finances.

**Track your finances:** Are you accurately tracking both the inflow of revenue and outflow of expenses? Not having a good idea of how much your business spends and earns will leave you ignorant of its financial health and unprepared for slow periods.

**Monitor your debt:** Continually borrowing money and paying interest fees is not healthy for a business. Heavy debt can overburden a company and prevent you from investing in your company's future.

**Stay on top of customer invoices:** If your customers haven't paid invoices in 90 days, odds are they'll never pay. Without that cash coming in, you won't have money to pay your expenses.

**Have a safety net:** Businesses should have in excess of two months of their operating expenses in reserve to cover themselves. Are you prepared to cover unforeseen expenses without taking a loan or opening a line of credit?



### Why Businesses Entrust VoIP for Their Phone Systems

Why is it that companies are eschewing traditional phone systems in favor of Voice over Internet Protocol (VoIP) systems, making it an industry standard?

#### Lower Costs

VoIP systems are much more cost effective than traditional landline phone service. Utilizing your existing Internet service, there is no need to invest in expensive hardware, installation, or maintenance. Your cost-per-call is significantly reduced, with even long distance phone calls costing you less.

#### Less-complicated Infrastructure

VoIP's easy scalability eliminates the need for you to predict how many employees you'll have a year from now. Lines can be added when you hire additional employees, and reassigned or removed when someone leaves, ensuring you always have exactly as many phone lines as you need and aren't paying for ones you don't use.

#### Increased Flexibility

VoIP phones can be used anywhere in the world, enabling you to access your business phone system from wherever you are as long as you have an Internet connection. You can connect a cellular phone to your office phone or plug a physical VoIP phone in at your home office.

## How Public Speaking Can Keep You Ahead of the Competition

Effective communication skills are particularly valuable today in our tech-dominated world, where written communication has become our primary medium. Being able to verbally communicate to others provides you with the ability to stand out from the crowd. Public speaking adds value in the form of business-critical opportunities, such as building your brand, influencing prospects, and winning customers.

This is particularly true when getting on a stage and speaking to an audience full of people. Taking advantage of this type of public speaking is one the quickest and most efficient ways of establishing your credibility, expanding your reputation, and deepening your reach. It is a highly-effective marketing strategy that gets you in front of potential clients and provides you with a platform to showcase your knowledge and share professional wisdom.

## Did you know KDI offers automated meter collection & toner replenishment for your networked machine?

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**Learn More. Contact us today!**  
**SERVICE@KDI-INC.COM**

## Fresh Year, Fresh Start: Tips for Your Business

While you've got an entire year ahead of you, what you do now will set the tone for your entire year. Take these measures to increase your company's odds of success this year.

**Promote your business** – Promoting your business often goes neglected. With a new year upon you, it's the perfect time to get a fresh start and make promotion a priority. Create a marketing plan and resolve to follow through with it.

**Improve your digital presence** – If your company doesn't have a website, it's well past time to create one. Have a website that hasn't been updated in a couple of years? Bring in the new with a refreshed, modernized, mobile-responsive site that portrays your business in a positive light. If your company is not active on social media, you're missing out on a cost-effective way to enhance your brand.

**Invest in new technology** – You put up with inefficient or obsolete devices and software last year, but it's time to put that in the past. Whether it's a new PC, printer, phone system, or software suite, start the new year off right by eliminating headaches and improving productivity with the latest, greatest technology.



### Grow Your Small Business with Cloud Services

Cloud service offerings are available that can specifically help small- to medium-sized businesses (SMBs) accomplish their IT-related goals. Here are a few solutions that help SMBs manage their growing businesses.

#### Accounting software

Keeping a firm grip on finances is a common challenge for growing businesses. Cloud-based accounting software allows SMBs to integrate many different accounting solutions (payroll, CRM, payments, etc.) into one location.

#### E-commerce software

Instead of utilizing a basic shopping cart plug-in for your website, consider using cloud-based e-commerce software. If your business is growing rapidly, there are many customizable options available to help you deliver a positive online sales experience for your customers.

#### CRM software

CRM software is one of the most essential cloud services available today for SMBs. As your list of clients grows, you need a secure, reliable place to store this invaluable information. CRM software will keep your information organized by storing leads and tracking sales.

**Contact us today** to learn more about the exciting cloud-based platforms available for your small business.



### Holiday Season Survival Guide for Small Businesses

While it's referred to as "the most wonderful time of the year," the holidays can be a very stressful time for many small businesses. Here are measures you can take to help survive another hectic holiday season.

**Be sure to stock up on inventory.** Careful analyzation of previous years' sales will help you identify the items and quantities you'll need on hand, ensuring they are in stock before your customers buy them.

**Hire part-time employees to supplement your staff.** Besides not having the inventory you need, not having enough employees on hand to help you during the holiday rush can be debilitating. Thankfully, many people need extra money during the holidays and are eager to take on work temporarily this time of year.

**Extend your business hours.** Another easy way to accommodate all of the additional business this time of year is to simply keep your doors open longer. Even an extra hour each day can make it possible to adequately serve your customers during the holiday rush.

Even if the holidays are your busiest time of year there's no need for them to be stressful for your small business.



## Data Security Mistakes Small Businesses Need to Avoid

Is your company doing all it can to protect itself against cyberthreats? Here are some of the most common data security mistakes made by small businesses.

**Relying on outdated technology** – Time doesn't stand still when it comes to technology. No matter how effective a piece of equipment or version of software may be, it's always one day closer to being obsolete. It is essential you remain vigilant with software patches or updates to existing devices and budget for replacement technology to keep your data safe.

**Lacking an exit protocol** – Do you have a policy in place requiring employees that leave your company to hand over confidential data stored on their personal devices? If so, do you enforce it? Confidentiality agreements are another way to protect sensitive information.

**Betting on yourself** – While you could buy the latest anti-virus software and draft your own cybersecurity plan, are you really qualified to protect your data from the sophisticated threats we face today? Data security is hardly the place to cut corners to save money; why not outsource your security to trained IT professionals?

Small businesses are not immune to data security threats, and they lack the resources large corporations have at their disposal to combat data breaches. Avoiding these mistakes will help minimize risks for your company.



### Hot Products

#### XC6152

Save time with the XC6152's integrated software and solutions. Stay productive with print and scanning speeds fast enough to keep work moving. Look sharp with gorgeous color and finishing options. Copier capabilities in an affordable, space-saving device.



- Print Speed: Up to 52 ppm B&W and color
- Print Resolution: Up to 1200 x 1200 dpi
- Monthly Duty Cycle: Up to 200000 pages per month
- Network Ready
- Standard Duplexing

#### Pro C7110X

The Savin Pro C7110X digital color production system is designed with industry-leading features and functions to help our customers create new business opportunities and meet demanding workloads. It delivers fast turn-around times, accommodate a wide range of media and offer professional finishing options.



- Print Speed: up to 90 PPM in Color and B&W
- Max Paper Weight: 360 gsm
- Max Paper Size: 13" x 27.5"
- Max Paper Capacity: 16,200 sheets
- ENERGY STAR Qualified



#### imagePRESS C750

imagePRESS C850/C750 digital color production presses offer end-users outstanding quality, productivity, and versatility in a compact, scalable footprint. Designed for small-to-medium commercial, franchise, in-plant, transactional and quick printers.

imagePRESS C750 Series is equipped to handle a variety of media options up to 110 lb Cover, including heavy, coated, textured stock and envelopes at an outstanding level of reliability and performance. Built upon the successful imagePRESS C800 Series platform, the imagePRESS C850/C750 offer users even more capabilities, ease of use and productivity. The imagePRESS C850/C750 color digital presses offer automatic, real-time calibration.

- Network Ready
- Print speed: up to 75 ipm
- Maximum paper size: 11" x 17"
- Maximum paper capacity: Up to 7,650 sheets
- Automatic Duplex