

Small business providing **Quality** for printing

sen



Your Small Enterprise Network



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The Small Enterprise Network continues to attract many new members keen to take advantage of the voice for small business being offered and one of the latest of these is Quality Printer Cartridges.

The Wangara-based small business has been making inroads into a competitive market by providing a high quality, reliable product.

Director Lisa Rodi said it has been a challenge to convince businesses that cheaper cartridges will end up costing more in the long run.

"Businesses want a cartridge that has the same quality and reliability of an original, but at a less expensive price," she said.

"If a business can't print, they lose productivity, which in turn loses money. Because our cartridges are all remanufactured in Wangara, every single cartridge we make is tested on the exact printers in our factory, so each customer is assured that when they need to put the cartridge into the printer it has the same quality as an original and it works right."

Quality Printer Cartridges joined SEN in January to be able to network with other small businesses around WA.

"We wanted to be exposed to other businesses so we can learn about what they do and how they can help us," Ms Rodi said.

"We also love to be around like minded business people, networking and sharing ideas."

There has been an environmental motivation behind the business, with Ms Rodi explaining they are keen to reduce waste from printing.

"The remanufacturing industry was initially introduced many years ago to prevent empty cartridges from going into landfill and to start a recycling process," she said.

"However many businesses still throw out their empty printer cartridges, when factories such as ours can remanufacture them.

"It's vital that we receive the original empty cartridges in order to provide a quality remanufactured product and keep supporting the environmental side of why remanufacturing started in the first place."



Quality Printer Cartridges' Jason Spark and Lisa Rodi were winners at the 2010 Business Awards.