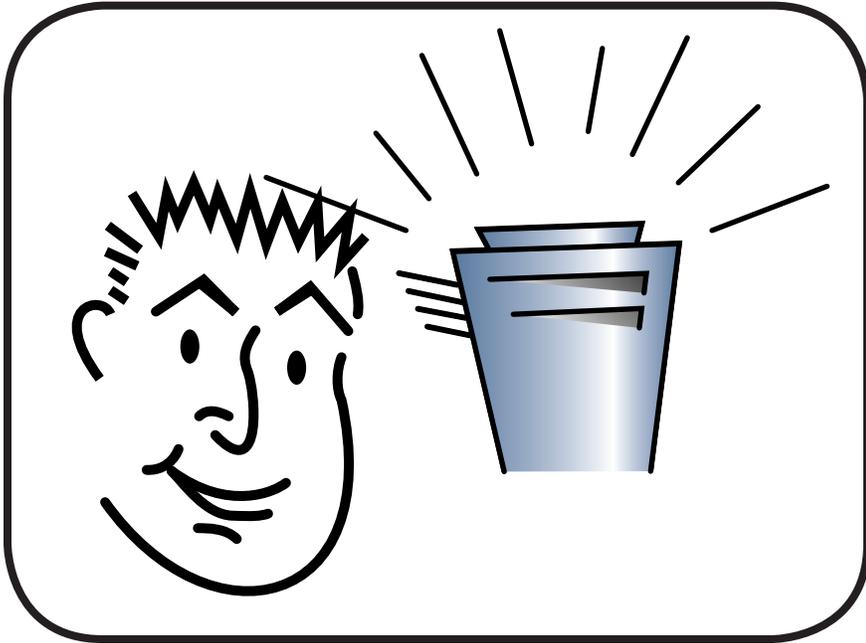

Once upon a time ...



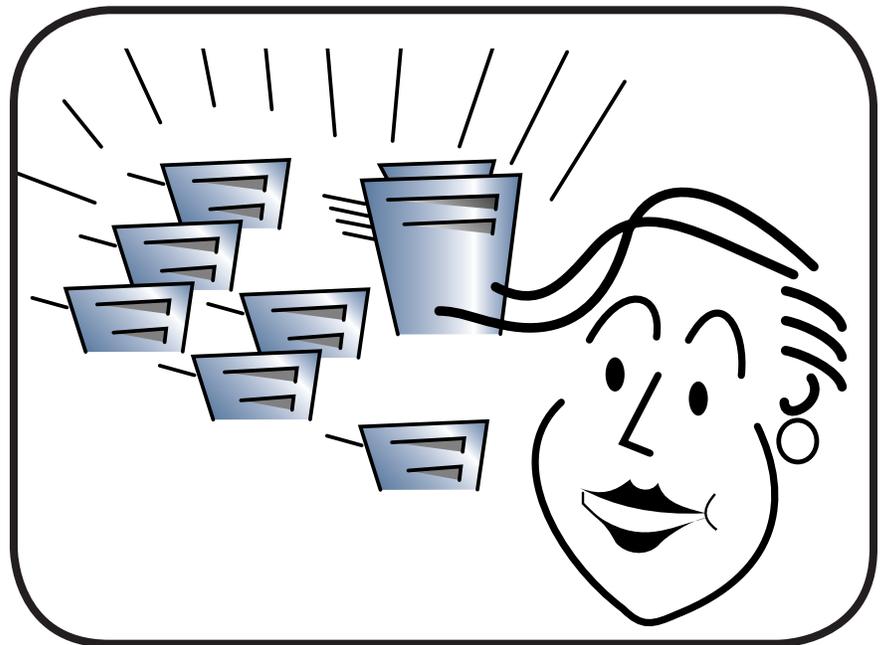
Joe put \$15,000 into office equipment.

His copier guy sold him a big, beautiful, **55ppm** connected, workgroup copier.

Wow! What a beauty!

Zoe also put \$15,000 into office equipment.

But Zoe decided on a smaller stand-alone **35ppm** copier plus **six** nice, easy-to-connect 25ppm laser printers.



Guess how the story ends ...



Joe connected everyone in the office to his big, beautiful copier.



Joe's company did 150,000 pages per month at **55ppm** on his big copier.

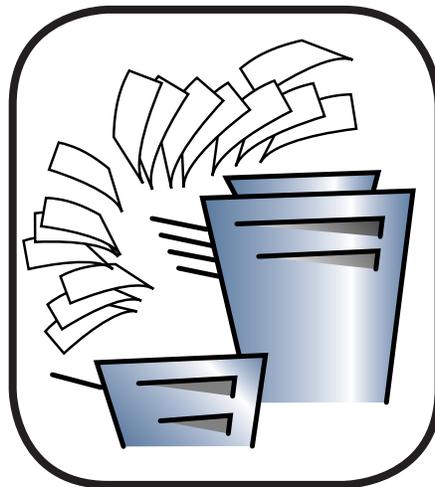


Everyone enjoyed the **nice stroll** to pick up their jobs at the copier.

The months rolled by, and ...



Zoe gave each workgroup its own nice, little, laser printer.



Zoe's company did 150,000 pages per month at **185ppm** on her little machines.



Everyone liked having their job printed **right there** in the **confidentiality** of their own area.



Joe's copier guy **called him** monthly and billed him only 1.25¢ per copy.

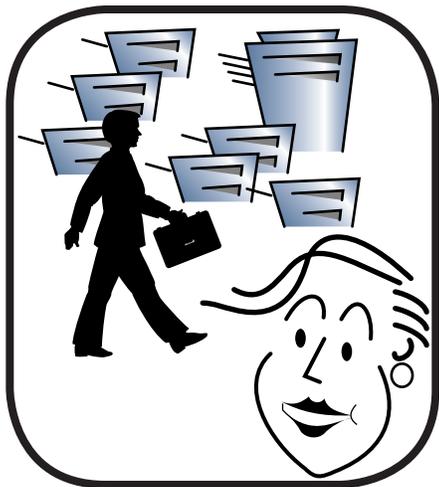


When Joe's copier broke down, all **printing stopped** at the office.



After a year (and 1,800,000 copies) Joe's copier guy said it was time to "upgrade that old copier"—so Joe gave him **another \$15,000**.

the pages kept clicking ...



Zoe's service guy came in monthly to **check all equipment** and billed her just 1.25¢ per print.



When one of Zoe's printers broke down, Zoe's team **easily shared**.



After a year (and 1,800,000 prints) Zoe's service guy came as usual, did his regular monthly cleaning, and went on his way. **Zoe kept her \$15,000.**

**And, they lived
happily ever-after!**



Well, at least Zoe did.

If your business wants a happy ending, call ...

Expert Laser Services, Inc.

One North Street, Southbridge, MA 01550

800-622-3535
