

## New Economy or Old, Rapid Growth Has No Favorites (excerpt) – November 18, 2002

### LA's Fastest Growing Private Companies 2002

#### No. 7 – Micro Solutions Enterprises

**Business:** MSE is a manufacturer and distributor of toners, ink jets and ribbons that are compatible with name-brand printers, fax and copy machines. Founded in 1995, the family-owned and operated company employs 250 and can generate up to 75,000 toner cartridges per month for global distribution, leading to 2001 revenues of \$21 million. “In the compatible world there are two options out there: Junk that leaks, and quality,” said Chief Executive Avi Wazana, who owns the company along with his brother, Yoel.

The Chatsworth-based company, ranked in Inc. Magazine’s 500 Fastest Growing Private Companies in each of the last two years, expanded its East Coast presence in 2001 by opening a 6,000 square foot sales and distribution facility in Pennsylvania.

**1999-2001 Growth Rate:** 169.2 percent

**Management:** Israeli-born Chief Executive Avi Wazana says he came to the United States in 1986 with \$300 in his pocket. He worked as a hot dog and muffin vendor in the Beverly Center while attending classes at both California State University, Northridge and Los Angeles, majoring in business and marketing.

His brother, Yoel, who had remained in Israel to support the family, came to the U.S. the following year and began working in the imaging supply business before helping launch MSE. He is now president of the company.

**Turning Point:** When MSE opened its doors as a cartridge reseller – in a tiny one-bedroom apartment – it suffered from quality control problems that Wazana blamed on outsourced production. In their first year of business, MSE lost \$37,000. MSE brought manufacturing in house, stressing rigid quality control measures.

**Strategy:** “We focused all our efforts on R&D and engineering, to put out the highest quality at a reduced price,” Wazana said. MSE uses recycled components to remanufacture cartridges to keep costs down, recently stepping up recycling efforts by launching a customer-incentive program called RecycleInkjets.

**Biggest Challenge:** “Our challenge today is managing our growth, and continuing to compete with manufacturers in California,” Wazana said.

– Koula Gianulias

# LOS ANGELES BUSINESS JOURNAL FASTEST GROWING PRIVATE COMPANIES

November 18, 2002



Avi and Yoel Wazana  
Micro Solutions Enterprises



Lance Rosenzweig  
PeopleSupport Inc.



Ravi Chatwani  
Prosum



Leif Morin  
Key Information Systems



Mark J. Weinstein  
MJW Investments



J. Mario Molina  
Molina Healthcare Inc.



Gregory Craig  
Cook Inlet Energy Supply



Ronald Valenta  
Portosan Co.



Charlotte Seitz  
C&H Electric Co.



John Lowell, Angelo Cuneo  
Outsource Technical

## Leaders Follow Different Path Amid Downturn

A wide array of burgeoning small- and mid- sized businesses lead the way in L.A. as they pick up the pace of development through innovation and quick response to competition.