



MSE Introduces MPS Engineered™ Marketing Piece



VAN NUYS, CA - Micro Solutions Enterprises (MSE), the industry leader for Intelligently Re-Engineered™ cartridges, introduces its new “MPS Engineered” marketing piece to support the newly created sub brand of “MPS engineered”. MSE has designed a highly impactful marketing piece to help dealers understand the MSE advantages in their extended life cartridges. The piece includes information regarding the newest releases of extended life cartridges, the technical advantages of MPS engineered, and commercial advantages. This piece can be used and private labeled by any MSE dealer who is looking to spell out the advantages of these cartridges to prospective customers.

Luke Goldberg, SVP MSE Global says of the piece “There is no question that there is the complete blurring of the lines between printers and copiers, which has helped to hasten the advent of CPP/TCO/MPS programs from dealers in all channels. Higher yield, “MPS engineered” cartridges are more resonant than ever for dealers who are seeking the lowest CPP, highest efficiency, and ultimate profitability in their programs. In addition, this piece clearly illustrates that quality is critical to achieve profits and to maintain sustainable MPS programs. The industry needs to leave the notion behind that quality isn’t as important in MPS and this illustrates what is truly involved in producing a reliable, high quality extended life cartridge.”

Please ask your MSE rep for your copy today.

MSE is the largest USA based remanufacturer and is acclaimed as one of the leading edge innovators in the marketplace. MSE has pioneered the process of “Intelligent Re-Engineering” as applied to remanufactured printer consumables which is a protocol that employs patented technologies, proprietary processes, and stringent testing methodologies all with the goal of providing the market’s best alternative to high cost OEM print consumables. MSE has multiple certifications and accreditations including ISO 9001 and 14001. Coupled with our engineering prowess MSE also prides itself on offering the highest levels of after sales support to its dealers through its consultative sales and marketing programs. MSE is a global entity with sales and distribution in Canada, Europe (UK and the Netherlands), Israel, Brazil, California, and Pennsylvania.

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