



MSE accepts three Readers Choice Awards at World Expo 2008

Van Nuys, California – Micro Solutions Enterprises (MSE), the industry leader for quality compatible cartridges, is proud to announce the acceptance of three Recharger Magazine Readers Choice Awards.

This is the eighth year of the Annual Recharger Readers Choice Awards and MSE has won 29 awards through the years including Best Quality, Technology, Customer Service, Innovation, Business Building, and Marketing Support. Through the years MSE has accumulated more awards than any other cartridge manufacturer.

“Every year we invest more into our product quality and the industry continues to recognize our efforts.” said Avi Wazana, CEO. “For the fourth straight year, the industry has voted MSE Toner Quality to be the best in the industry and we are proud to accept this award on behalf of our entire staff. Color has been the fastest growing segment of our business and to be nominated for quality in today’s marketplace is an honor.”

MSE Inkjet Quality was also recognized as the highest quality in the industry for the second consecutive year. Yoel Wazana, President added. “Our inkjet business has grown exponentially over the past year and we now offer more than 75 models in both MSE Brand and Premium Compatible packaging. Our inkjet innovations have lead to tremendous growth and reliability. We now even offer a full 2 year warranty on all MSE inkjet products.”

MSE also won for Most Memorable Marketing/Ad Campaign. According to Craig Faczan, Marketing Manager, “Choose Quality[®] is a campaign that has become a symbol of what MSE represents. From our inception, we have used technology to manufacture high-quality alternative to the high priced name brands and many Fortune 100 companies use the MSE brand exclusively. We understand the most important factor in an aftermarket product is quality and we are proud to build the best. “

Micro Solutions Enterprises (MSE) is an STMC Compliant Company utilizing ISO 19752 quality testing along with patented technologies to manufacture a full line of high-quality compatible toner cartridges, MICR toner cartridges, inkjets and thermal transfer ribbons. MSE’s Quality has been voted to be the industry’s best for 4 consecutive years and MSE’s manufacturing capacity exceeds 300,000 toners and 500,000 inkjet cartridges per month. The company owns and operates 285,000 square feet in California and Pennsylvania as well as additional distribution facilities in Canada, the Netherlands, Brazil and Israel. MSE offers full solutions for outsourcing, private labeling, private packaging, and blind drop shipping. The company also offers award-winning sales training, marketing materials and additional value-added services.

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