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Why Pre-Owned Laser Printers?

Starting any business in a recession is a real challenge. It's hard to come up with start-up capital to make a business truly take off.

I started selling pre-owned laser printers using a small space in my father's warehouse (a garage would be fine) and invested £50 in one printer. I listed that printer on eBay with a starting bid of £50 and it sold 7 days later for £150. I then purchased 3 more printers at £50 each and sold them on eBay for £150 each making a total of £450. I spent the whole £450 I had on 9 more printers and again sold these on eBay for £150 each. That meant I had turned my original £50 in to £1,350 in less than 4 weeks, without any loans or finance to repay. The business was truly self-financing without the need for any financial overheads.

Pre-owned laser printers have never been in such demand and, if purchased at the right prices, can offer huge returns.

IT equipment can be very expensive when it's purchased new. That's why more and more business owners are cutting their costs in this area by purchasing used. It at least gives them a starting point. After that, they can make upgrades as they see fit.

IT equipment depreciates at an alarming rate, with the average laser printer devaluing by 70% in its first 12 months (imagine if cars devalued like this – would you buy new?). With A3 colour network laser printers costing upwards of £6,000 this means a company can be losing in excess of £4,000 per machine if they buy new.

One way around this problem has always been to lease your print equipment, but whilst this can be the solution for large corporate enterprises who just want the simple option, small companies and start-ups have to watch the pennies and can't get credit in the current economic climate.

It's hardly surprising that a lot of organizations and home users are turning to pre-owned printing equipment. Depreciation on IT equipment is at an all time high, so becoming a second generation user means you can save thousands of pounds on your printing machines. Not only does this take away the burden of heavy cash input, but it also carries tax advantages as your taxable assets are less.

There are simply not enough suppliers of pre-owned printers to cope with the demand and the vast majority of consumers wouldn't know where to go to purchase a pre-owned laser printer.

With more companies starting up than ever before in the UK, there has never been a better time to start selling pre-owned laser printers.

The world is changing, and more businesses are realizing that they don't need to start with the fanciest setup. They just need something to keep their business strong through the recession and into the future.



The Laser Printer Market

During Q1 in 2012 overall UK laser printer sales overtook inkjet printer sales for the first time since 1992. This is due to two main factors; the high running costs of inkjet printers and the lower purchasing price of A4 laser printers. Consumers are increasingly getting wise to the 'low purchase price / high running costs' of inkjet printers.

"The laser printer market is growing by 12 percent per year and we will make the most of it", said Philip Keoghan, Ricoh UK CEO. The company that has always been into A3 network laser printers, made its foray into the low-end entry-level laser printers for home users as well as the small and medium businesses. "We were missing out on an important segment which has so much potential".

During May 2012, there were in excess of 2,900 searches carried out on Google UK for "**A3 laser printer**".

The overall laser printer market saw revenue surge 14 percent during 2011 to £33.9 billion and inkjet printer sales nosedive in two reports recently released by the digital imaging authority Lyra Research. These findings proved what insiders had been predicting would happen once the recession bit. Consumers are generally willing to pay more for an item during a recession if the running costs are lower such as a diesel car over a petrol car. In this example, a laser printer is a diesel car.

During 2011, there were in excess of 90,000 searches carried out on Google UK for "**laser printers**" every month!

"The main reason for the decline in cheap inkjet printers is people flocking to Facebook and uploading billions of photos to the social networking service. There's simply less people printing photos because of it", said Nam Seong-Woo, Head of Samsung's IT Solutions Division. "We're investing heavily in colour laser printers because that's where the growth is and we predict a £40 billion market by the end of 2012".

During May 2012, there were in excess of 40,500 searches carried out on Google UK for "**colour laser printer**".

The typical cost of a printed page from a laser is 1.2p per A4 page, whilst the typical cost from an inkjet printer is 7.9p per A4 page (based on the industry standard 5% coverage).



Why Sell Online?

Selling online means you can dramatically cut your overheads. There is no need for a fancy high street shop or a warehouse. Just yourself, a garage and a laptop is all you need to start selling pre-owned laser printers that can offer massive returns on your investment.

Most suppliers don't want to speak to each individual customer these days, but the good news is that most customers don't want to talk to the supplier either – especially when they are buying something as mundane as a printer, so online is a great way to sell. Tell them everything they possibly need to know in your advert and they can just click 'buy now' if that's what they are after.

The web host company UK Fast, which is based on the 28th floor of City Tower in Piccadilly Gardens, looks after 250,000 web sites, all busy trying to compete in the world of e-commerce. Yet, far from the gloomy sales figures down below on the High Street, managing director Lawrence Jones believes that online sales are flying high. "I'd say we're in the middle of a boom," he said confidently. "And I'd say we've been in a boom for some time but because of the boom of the early years that went horribly wrong, people have been very nervous of saying that."

Elaine Ferneley, Professor of Technological Innovation at the Salford Business School said there were a number of reasons why online shopping was proving so popular. "People are more conscious of what they're spending and, with sites like Kelkoo and Pricerunner, the web allows them to make useful cost comparisons when they're looking for a bargain," she said. Professor Ferneley also said that shopping online was less painful than going to the shops with your hard-earned cash. "If you're sat in front of your laptop, there's a perception by a lot of people that they're not really buying anything!"

She added that big companies like IKEA were already questioning whether they needed more shops and concentrating on their online sales. Even small niche businesses were seeing growth online, extending their sales globally, she said.

Printerland.co.uk based in Altrincham is one of them. The computer printer business has seen its turnover soar from £2 million to £18 million in just three years - largely from online sales. In spite of the global gloom, managing Director James Kight said they'd just witnessed their best two weeks' sales ever and were even recruiting staff to cope with demand. "We've not dropped our prices or anything," he said. "We've just increased our marketing. It's about getting the fundamentals right, in terms of good customer service, and having an online side to the business that delivers."

This is why selling pre-owned laser printers online is the formula for a successful business.



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Complete Business-In-A-Box Pre-Owned Laser Printer Reseller

£2,495.95

Highly Profitable - You will be selling pre-owned laser printers at up to 600% profit. Over 2k machines per month available ranging from laser printers to photocopiers. I will show you exactly how to process these machines, market them and sell them for an excellent return.

The complete package includes full training on Google to drive your customers to you adverts and website as well as support 7 days per week.

OTE = £2,000 per week

Business-In-A-Box Pre-Owned Laser Printer Reseller

£999.95

Highly Profitable - You will be selling pre-owned laser printers at up to 600% profit. Over 2k machines per month available ranging from laser printers to photocopiers. I will show you exactly how to process these machines, market them and sell them for an excellent return.

OTE = £1,000 per week

Business-In-A-Box New Inkjet & Laser Printer Reseller

£299.95

Become an Authorised Reseller of new inkjet and laser printers and buy through one of the UK's largest IT resellers. I will show you where to buy from and how to sell the printers at an excellent return. All sales are online and your supplier will drop-ship.

OTE = £600 per week

Business-In-A-Box Franking Machine Telesales Operation

£149.95

Become an Authorised Reseller of iFrank Franking Machine Cartridges, the UK's only Royal Mail Approved alternative to expensive OEM inks. I will introduce you to my supplier, who has a turnover in excess of £1 billion, and show you how to use a database of every UK company (over 600k companies) to sell these cartridges to.

OTE = £450 per week

Auction House Contacts

£0.99p

The contact details for the UK's largest independent auction house who deal with Retail PLCs, High Street Chains, Banks & Finance Houses. Goods include seized assets, customer returns (opened packaging, but goods unused), repossessions and liquidated stock.

A great source of stock for business or simply an excellent contact for you own belongings!

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