



KATUN®

EAME 2018

WHO IS KATUN?

One of the world's leading providers of OEM-alternative imaging supplies and parts for copiers, printers, multi-functional devices and other multi-function imaging equipment.

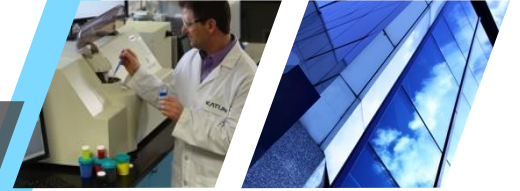
We pioneered and legitimized the imaging supplies and parts aftermarket starting in 1979, at a time when office equipment dealers had little choice with regard to copier supplies.

Our mission is to continue to be the world's best and most-trusted OEM-alternative source for imaging supplies, parts and value-added services.

Katun's purpose is to provide the imaging industry with quality alternatives to high-cost OEM parts. We give dealers true freedom of choice, a safe path to increase their profitability by breaking the OEMs' market control and unsurpassed value.

Serving 11,300 dealer and distributor customers in 123 countries from our headquarters in Minneapolis, Minnesota, and locations around the world.

Recently acquired by General Plastic Industrial Co. (GPI), a world-class manufacturer with legacy of providing high-quality imaging products.



OUR EVOLUTION

1979

Katun is founded to provide quality OEM-alternative parts at significant cost savings to office equipment dealers, **effectively legitimizing the imaging supplies aftermarket.**

At a time when many questioned the very idea that a small company could compete with OEMs and provide reliable **product quality and value**, Katun succeeded and never looked back.



1979

1980s

Katun established its first international presence, including offices in the UK and France, and the formation of relationships with many key **world-class manufacturing partners**. The company expanded its parts offering substantially and made significant **technological breakthroughs**, including launching the aftermarket's first OPC drum. Once again, the doubters were silenced.



1980

1990s

Katun experienced broad geographic growth, with significant expansion in Europe and Latin America, as well as establishment of our North American Distribution Center. Our product offering expanded; we grow from just supplying parts and drums, to **developing truly OEM-equivalent toner and other imaging supplies**. Katun has become a force to be reckoned with by establishing itself as the technological and quality leader in the aftermarket.



1990

2000s

Early in the decade, Katun is firmly entrenched as the world leader in monochrome copier parts and supplies. By 2005, Katun's entry into the **colour and laser printer** markets led to even more significant market share and revenue growth, with major penetration in the office supply and IT channels.



2000

2010s

Katun is locked in as the leader in aftermarket colour, and continues to offer more options to our customers, including **programs and services**. KDFM, Katun's world leader in Managed Print Services portfolio, further establishes Katun as a true, high-value partner, allowing Katun dealers to confidently offer MPS to their customers.

Purchased in 2018 by GPI, Katun enters a new chapter with strategic ownership by a highly regarded industry manufacturer and leader.



2010

YOUR #1 SOURCE FOR PRODUCTS & SERVICES



A **full range** of quality products enables Katun to meet all of your business needs, across every major OEM line, and every office imaging platform. Nobody beats the depth and breadth of Katun's product offering.

Outstanding customer service – including the **Katun Online Catalogue** – ensures a great transactional experience. Multiple delivery options provide you with unsurpassed flexibility. Katun's **recycling** efforts, including relationships with leading European recycling companies, benefit the environment.

Katun's **Customer Technical Service** puts our technical expertise right at your fingertips, and we offer on-site training and technical support. Katun understands imaging technology and can help you utilize it to its fullest.

IT options, including EDI integration, ERP system support, and Automated Toner Fulfillment, provide you with leading edge technology choices to support your business. **KDFM**, our **MPS** product portfolio, helps you manage and optimize your fleet of imaging devices to ensure maximum profitability



STAYING TRUE TO OUR MISSION

Katun enables customers to increase their organizational profitability without risking product performance or customer satisfaction. We do this by providing:



COST SAVINGS



QUALITY & RELIABILITY



UNMATCHED PRODUCT PORTFOLIO



SERVICE & SUPPORT



MANAGED PRINT SERVICES – KDFM & MORE

STATE-OF-THE-ART LABORATORY



Laboratory Space

- Over 41,000 Sq ft (3800 sq m)
- Over 675 models of office imaging equipment
- Environmental testing chambers
- Controlled environment



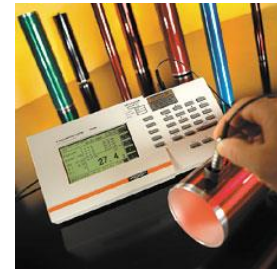
Testing Equipment

Our R&D Annex has a comprehensive range of test and diagnostic equipment that is used to perform a wide range of testing procedures.



Testing Protocols

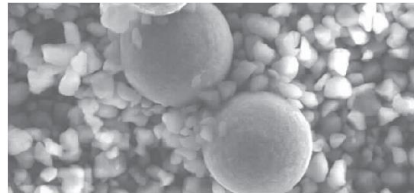
Katun utilizes proprietary testing protocols, developed using decades of industry experience, to ensure outstanding product performance.



TRICKLE-FEED TONER



Trickle Feed Toner from Katun®



Magnification 1,000x

Katun is the industry's trusted source for trickle feed toners. Trickle feed technology, often referred to as "trickle feed replenishment," is defined as an imaging system that utilizes two-component developer (carrier/toner) where the toner and fresh (non-deteriorated) carrier are continuously, gradually, added together in a "trickle" process over the life of the toner cartridge.

For an aftermarket supplier to provide trickle feed toners, they must have a thorough understanding of the technology in order to ensure OEM-equivalent image quality and reliable performance. And they must do it without infringing on existing Intellectual Property (IP) rights.

Katun, through its research and development efforts, relationships with world class manufacturers, and its exhaustive IP analysis, is able to offer trickle feed toners for several popular OEM machines. Katun offers both OEM-equivalent yields and outstanding image quality at a lower price than OEM toners.

BRANDS

Katun has a multi-brand strategy, with products that reflect the company's different approaches across various regions and markets.



Katun Performance™

Katun Performance™ is the company's flagship brand, offering quality and performance comparable to OEM products.



Katun® Business Color

Katun® Business Color products provide image quality, performance and colour reproduction that meets or exceeds customer expectations in business colour environments.



Katun Access™

Katun Access™ is our price-fighter brand, providing significant cost savings, while maintaining consistent quality and performance that is equal or better than aftermarket competitors' products.



KATUN ONLINE

The [Katun Online Catalogue](#) is available 24/7, with 5,000+ products, real-time inventory, helpful tools for searching and ordering, a new product announcements e-mail alert, account management tools, and integration of e-commerce systems.

[Katun.com](#) provides hundreds of resources, including installation instructions, cross reference guides, product flyers, news releases and more.

A growing [Social Media](#) presence keeps customers updated on the latest programs, product announcements, promotions, events and news.

[Katun Marketplace](#) – a tool for our customers to find industry partners to buy & sell used machines across the very broad scope of our community!

PERSONALIZED PRODUCT PROGRAM

Dealers can promote their company name and increase customer loyalty with personalized products.



Your Brand – Your Business

With personalized products from Katun, your customers see your name and phone number every time they replace toner cartridges and other imaging products. It's the simple, reliable way to remind them to call you – and not your competition – when they need additional supplies.

Professional Image

Professionally printed, full-colour labels on imaging supplies packaging clearly identify you as your customers' preferred source. For a one time set up fee and a small monthly charge, Katun designs and produces these labels to your specifications and applies them to Katun packaging.

MPS & IT SUPPORT OPTIONS

[KDFM Premier](#), [KDFM Monitor](#) and [KDFM eXplorer](#), Katun's MPS Programs, help office equipment dealers, VARs and other providers acquire new customers, keep current customers, and increase revenue.

KDFM includes remote monitoring software, user management tools and secure mobile printing functions. Additionally, the [KDFM Audit Key](#) quickly provides a snapshot of all devices on the end-user customers network, for complete print volume assessment.

EDI and ERP systems integration make product ordering, processing and fulfillment easy and hassle-free.

[Automated Toner Fulfillment](#) saves dealers time and money by automatically drop-shipping replacement toner directly to the end-user, exactly when they need it.

PRINT AUDIT
The Print Management Company

evATIC

PA  **business**

PS **PURPOSE**
SOFTWARE


pgsoft
SOFT & BUSINESS

artis

Vous avez changé de dimension



VANTAGE

cop
software+services

www.cop-software.de

RECYCLING & ENVIRONMENT



Beyond imaging products, Katun pro-environment programs and compliance make your life easier – while making your organization more efficient and profitable.

Recycling and Core Collections programs, implemented in conjunction with our recycling partners, help reduce landfill waste.

Environmental Compliance with all of Europe's major directives, including PFOS, REACH, RoHS and WEE, among others, shows Katun's commitment to a healthy planet and a healthy community.

Not only can dealers support the re-use of critical products, thus protecting the environment, savings can be achieved through reduced disposal costs and the ability to purchase remanufactured / refilled, high-quality Katun® products

SERVICE & SUPPORT

Products sold in 123 countries worldwide, through **dealers, distributors and value-added resellers** in the office equipment and office supply channels.

Western Europe's **Direct to End User** program enables Katun to provide next day consumables delivery to end users on behalf of dealers.

Attractive express delivery option for those items you urgently need.

Timely, cost-efficient product distribution and **responsiveness** to customer needs.

Customer Technical Professional Services at your disposal to support your expanding needs

- European Distribution Center
- Sales, Technical & Customer Services Locations
- Sales Representation Only



SERVICE & SUPPORT

More than a dozen sales and **customer service offices** located strategically throughout the world.

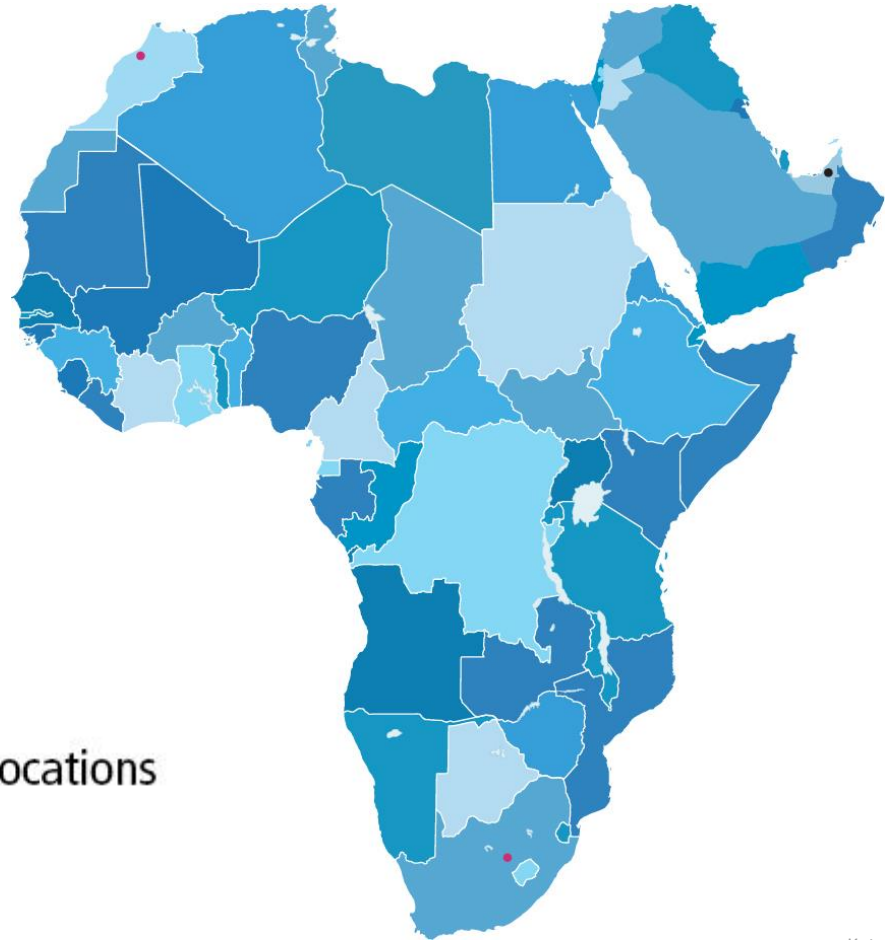
Experienced, knowledgeable customer service, sales, and technical service representatives.

Competitive rates on LCL and FCL containers shipments by sea and air.

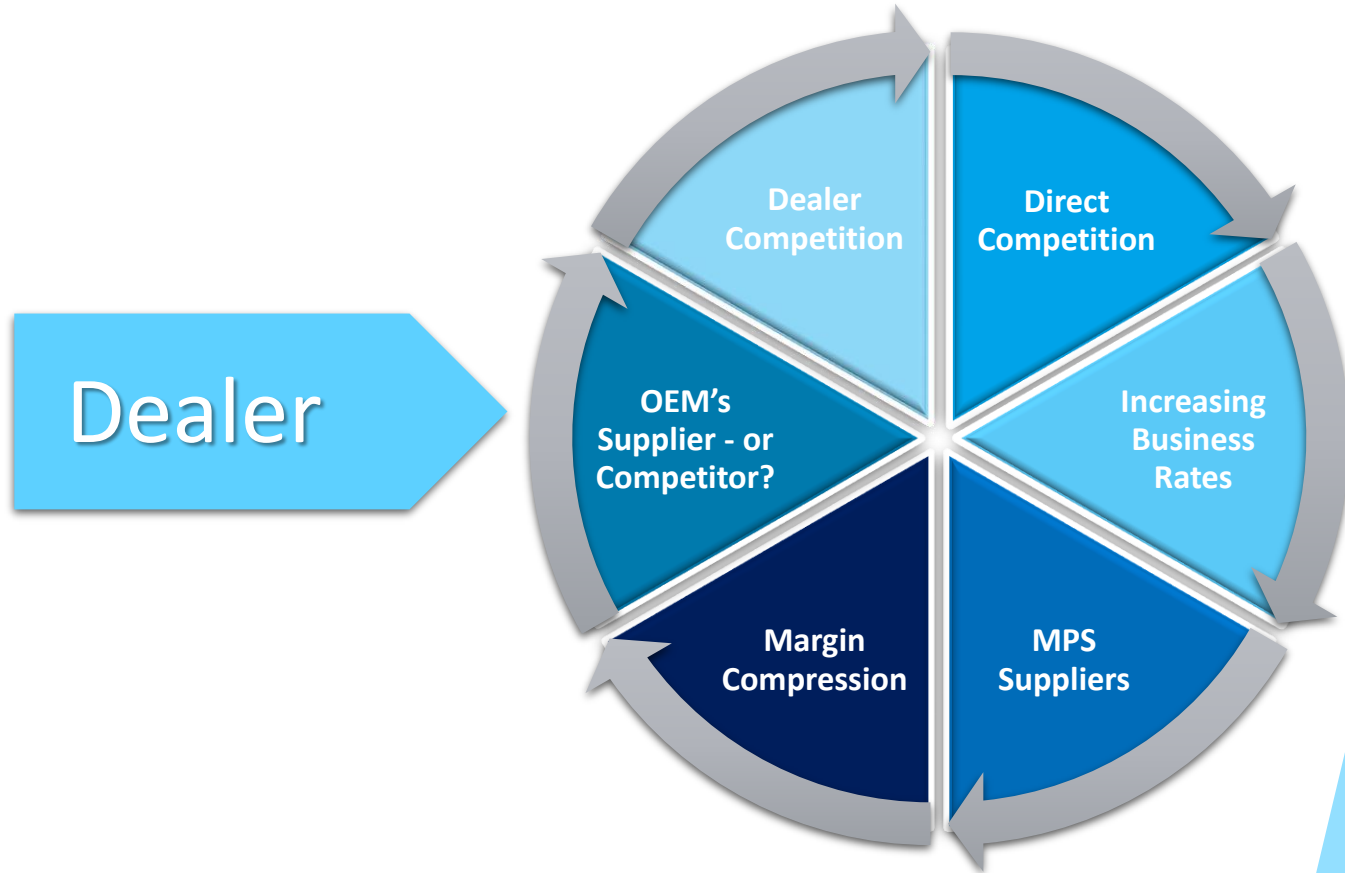
Attractive rates and planning opportunities (on time delivery) on FCL and/or LCL direct shipments from our production facilities to your warehouse.

Logistics and compliance support from order to delivery.

- European Distribution Center
- Sales, Technical & Customer Services Locations
- Sales Representation Only



RECOGNIZING YOUR BUSINESS DILEMMAS...



...AND OFFERING EASY, HASSLE-FREE SOLUTIONS: ONE-STOP SHOP ENABLING **DEALERS** TO STAY INDEPENDENT.

High
Quality
Supplies &
Parts

Katun Dealer
Fleet
Management
- KDFM

Katun
Certified
Remanufactured
Printers

ERP/EDI
Automation

D2EU
(Direct to End User)
Delivery
Options

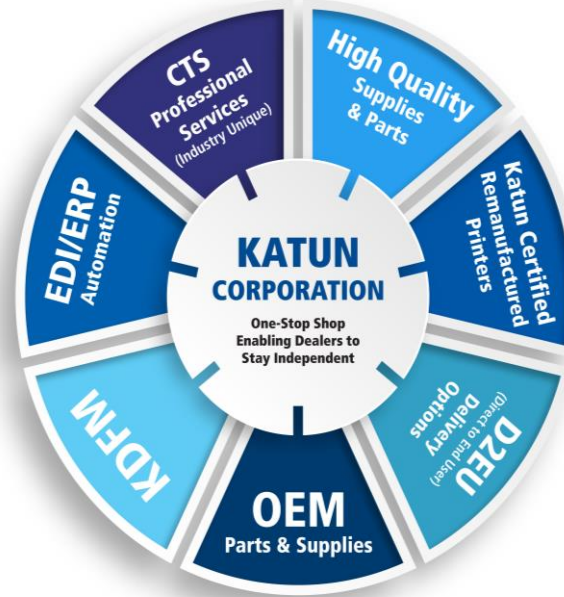
OEM Parts
& Supplies

CTS
Professional
Services
(Industry Unique)



RECOGNIZING YOUR
BUSINESS CHALLENGES...

AND OFFERING EASY,
HASSLE-FREE SOLUTIONS:
ONE-STOP SHOP ENABLING
DEALERS TO STAY INDEPENDENT.





LOYALTY & RELATIONSHIPS



WITH CUSTOMERS

Our commitment to being a true partner to our customers has existed since our inception. In addition to parts and supplies, Katun provides value-added services and programs, including a robust managed print services (MPS) portfolio, to help customers maximize their organizational profit.



WITH SUPPLIERS

Over the years we have established and maintained mutually beneficial relationships with world-class manufacturing partners, with whom we co-develop our products.



WITH EMPLOYEES

Our employees are our most valuable asset. Katun's experienced, savvy, dedicated staff is the driving force behind our success.



KATUN[®]