

## ADVERTISING FEATURE

# The Company that's "the best known secret in Rochdale"

When Rochdale's Leader of the Council visited us a few weeks back he stated "you're the best known secret in Rochdale- I thought you sold cleaning supplies with a name like Kleen Strike". It would have been impossible to predict in 1983 when we started out selling new and reloaded (refilled) typewriter and printer ribbon cassettes that the market would change so dramatically from impact technology (hence our name Kleen 'Strike') to laser and inkjet technology. Almost overnight the way people printed changed. Offices began using laser printers rather than matrix printers and word processors - firstly, because the print quality was so superior to a ribbon; secondly, the offices were quieter; and thirdly, the speed of printing was greatly increased. By the late 1980s, we knew we had to embrace this new technology. We hired a British Aerospace Engineer that had taken early retirement as our chief technician and began refilling ink cartridges and remanufacturing laser toner cartridges with great success. Now in our 32nd year of trading we must be doing something right.

When we had to move premises in January 2013 after almost 30 years in the same place it was a daunting experience. Because the Landlord was demolishing the entire estate we had to relocate and looking for the ideal location was a difficult task. Getting closer to the time we needed to move, our courier driver mentioned a building was becoming available on Regent Street just off North Yorkshire Street down from the Shell petrol station. We saw the premises and knew instantly it was perfect for us. It was as if it was an omen - we would be moving from what was once the largest cotton mill in the World (the old Dunlop Cotton

Mill on Royle Barn Road) to 'Pioneer House' (named for the Rochdale Pioneers) on Regent Street.

After just two years at the new location we have been of benefit to the local community demonstrated by the increase in our counter sales in offering toner and inkjet cartridges, printers



- new printers as well as second user fully reconditioned printers with a full one year warranty, printer repairs and everyday office products and stationery - with discounts of up to 80% offered in our 67 page quick reference catalogue and negotiated discounts in our larger 920 page office products catalogue.

Our services also extend to copying, faxing and printing services.

The revitalised second-user printers we offer are perfectly functioning printers, many hardly used as x-demo models or having been replaced with the latest wi-fi ones or a quicker printing speed. We find the majority of users just want a good reliable printer with good value cartridges. And we never sell a printer without recommending first those that use cost effective cartridges; and if it's toners we remanufacture, it saves even more on consumable costs. On top of this we offer Toner and Inkjet Loyalty Cards where every 4th Kleen Strike toner and every 9th Jet Tec Inkjet, the next one purchased is free.

The invasion from the Far East of cheap, often inferior - and more seriously - patent infringing toner and inkjet cartridges may have had a negative impact but because of our incredible service and after sales support and advice we have held on to our customers, many who have been loyal and with us for over 25 years.

Our commitment to green issues is such that we were awarded the Rochdale Business Award in the category of the Environment for 2013. We are ISO 14001 (the Environment Management Standard) and ISO 9001 (the Quality Management Standard) both demonstrating our commitment to producing high quality low carbon remanufactured toners. The office as well as the home user wants an alternative toner or inkjet that is less costly but quality is still important. Our strength is offering a high quality, consistent and reliable product supported by a service second to none.

## PRINTER REPAIRS

### TONER & INJET CARTRIDGES - ALL MAKES AND MODELS

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