

Printer Essentials: Delivering Excellence

by Dan Mooney • Recharger Magazine

Printer Essentials is the model of a modern, wide-spread company that is thriving.

Founded in 2000, Printer Essentials is headquartered in Reno, Nev.; it distributes product from Memphis, Tenn.; much of Printer Essentials' merchandise comes from overseas, but also from the U.S. And CEO Dan Ghammachi directs the company largely from the Los Angeles basin.

Printer Essentials has pulled these worldwide points together to become a supplier of note of aftermarket and other products. The company was named the 2008 Intec Vendor of the Year. Printer Essentials earned the honor through excelling in the award's three criteria areas – quality of service, quality of personnel and quality of product.

"We truly believe our team of people in Reno and Memphis are the best in the business, and we go to extensive lengths to recruit, train and retain the individuals at Printer Essentials that make our company a success," Ghammachi said.

Printer Essentials started as a small distributor, supplying dealers with compatible inkjet ribbons, paper, copier and laser printer products.

The company's main product line today is compatible and remanufactured toner cartridges. The majority of Printer Essentials' product falls under the Premium Compatible and Premium Imaging Products brand. Among Printer Essentials' other top sellers are its Media Sciences color and solid ink products, as well as remanufactured inkjet cartridges. Printer Essentials' line of products has grown extensively over the years to now include such items as compatible laptop batteries and adapters, and replacement front projector bulbs.

As of the fall 2009, Ghammachi said Printer Essentials had experienced growth during the year and he said due to



Printer Essentials' CEO Dan Ghammachi and the Intec Vendor of the Year award, an honor the Reno, Nev.-based company captured.

significant sales and managed print solutions initiatives that more aggressive targets were set for 2010. Expanding business has meant, at times, shrinking business.

"We made an effort to walk away from customers who have not been paying their bills," Ghammachi said. "So we've lost some business, but we've been successful at replacing those customers with better customers."

"We don't have that many large customers. They are pretty much spread across the board, which is our business model. Most customers we have today we've been working with them for many, many years. Our customers are our partners, and we feel we have wonderful partners in this business."

Ghammachi said about 65 to 70 percent of the company's products come from overseas. He said the vast majority of

products are co-manufactured in factories that are ISO 9001/14001 and STMC certified. All products are guaranteed to perform as well if not better than the OEMs.

Printer Essentials has about 74 employees, roughly split between sales and warehouse operations in Reno and Memphis.

All of Printer Essentials' product is warehoused and shipped from the approximately 60,000-square-foot Memphis distribution center.

Located two miles from FedEx's main U.S. hub, Printer Essentials takes orders as late as 10 p.m. Eastern Standard Time for same-day shipping. The location allows Printer Essentials to guarantee FedEx ground delivery in one to four days for most of the country.

"With the sheer volume of customers we support, we must have the people and support staff in place to ensure that each and every single customer walks away satisfied beyond their service expectations," Ghammachi said. "We feel we've done a great job in that area. And, our Memphis distribution center's strategic location next to FedEx's main hub gives us great capability to get orders processed same day and delivered in a timely fashion."

Printer Essentials is aiming to open up more distribution facilities in 2010 and is looking at multiple facilities. The company's goal is to get a new distribution center running by mid-2010.

Those expanded distribution facilities are expected to fill Printer Essentials' growing catalog list. The company is looking into more opportunities in inkjet cartridges, maintenance kits and compatible, remanufactured products. Expansion of the color line is also in Printer Essentials' plans.

Along with growth in its product line and distribution capabilities, Printer Essentials is also counting on managed print solutions as being one its fixtures.



Printer Essentials' headquarters in Reno, Nev.



Printer Essentials' distribution center in Memphis, Tenn.

Printer Essentials began its MPS efforts about two years ago. "We recently made a big hire of an MPS veteran (Gregg Mader) and are redefining, fine-tuning our managed print solutions program, which is called ESP (Essential Strategic Printing)," Ghammachi said. "What we've built is a flexible, scalable and profitable program, a real solution for our customers to help them capture and lock in end-user business."

As of November, Mader said Printer Essentials was dealing with a few hundred dealers in the MPS space. "We've migrated to the ability to provide full support in both pro-active fulfillment on consumables as well as the parts and labor component, offering a pay-per-use model or extended warranty model or services bundled with the costs of the toner," Mader said. "It's really driven entirely by what the customer's needs are and what we find in the assessment process."

Ghammachi has firmly remained attached to quality and service.

"As the economy gets tougher and tougher, some customers care less about service and quality and more about price," Ghammachi said. "Those are the types of customers we're trying to shy away from. If they are going down that path, we won't chase that. We won't chase the bottom."

"We found that some of the customers that we did walk away from in 2009 who went to the competition within a certain period came back to us and realized that the lower price just wasn't worth it. Service and quality truly matters." [®]

Contact Printer Essentials at 800-965-1180 or visit www.printeressentials.com.