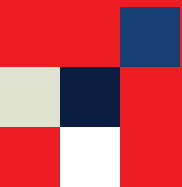


# NU-TONE &CO

QUALITY PRODUCTS  
FOR COMMITTED RESELLERS.

CORPORATE  
PROFILE  
**2024**





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# NU-TONE&CO

Change of look, without change, of course. With streamlined processes, an expanded network and partnerships stronger than ever. Nu-tone&CO maintain its undisputed position of choice for compatible imaging and printing products in North America.

Today, Nu-tone&CO sales to over 800 resellers of cutting-edge products across North America. The company enjoys an excellent reputation, and the responsiveness of its team guarantees fast service to its customers while making the purchasing process easier.





Since 2000, Nu-tone&CO has been recognized as a manufacturer and distributor of a wide range of alternative imaging equipment and printing supplies for multiple office devices, including ink and toners, cartridges, repackaging equipment, parts and peripherals, specialty items, and green solutions.

The result is a savvy, smart fusion between two seasoned brands, with a new banner that promises the precision, execution and expertise required to eliminate the pressing need to source original brands. We confidently stake our claim, with the market and product know-how to prove it.

To ensure success and growth for resellers by challenging the “status quo” of a market controlled by original brands, and offering the largest possible selection of alternative solutions, at fair prices, without ever compromising on quality.

Our vision is clear, we want to be the leader in Canada for office product resellers who want to make their businesses grow and prosper by offering them alternative and compatible solutions that are easily accessible across the country, without having to pay the price major brands charge.

# NU-TONE &CO



## WHY CHOOSE NU-TONE&CO?

Nu-Tone&CO is establishing itself in North America as a leading distributor of compatible imaging products and printing supplies to resellers.

# NU-TONE&CO

is the solution for those seeking quality at reasonable prices.



**OUR PRIORITY :** to understand your needs in order to serve you better. In order to achieve this, we rely on these strengths :

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## **FIND AND SUPPLY**

Specialized, innovative or unique, name your need and we go in search of the products you need.

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## **OFFER**

We offer a full range of complementary alternative solutions while offering an undeniable value for your money, audited and approved products, and a committed to high performance..

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## **ENSURE**

that said products are easy to order and promptly available;

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## **PROPOSE**

higher profit margins than the original brand;

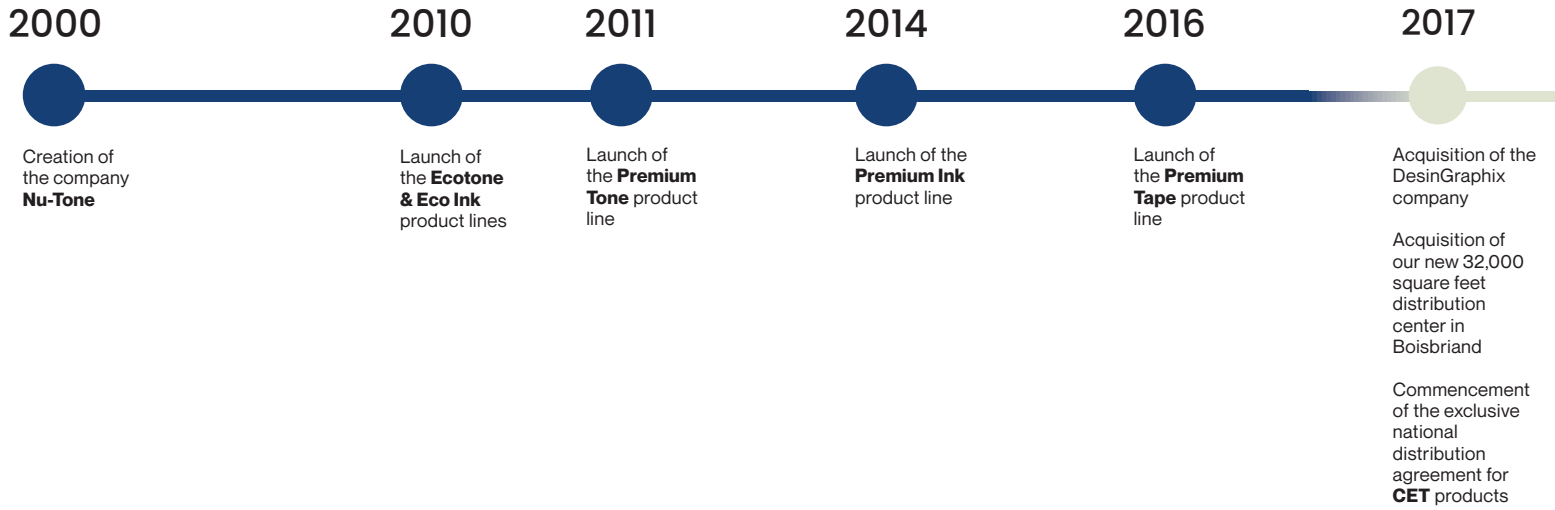
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## **ACCOMPANY AND SUPPORT**

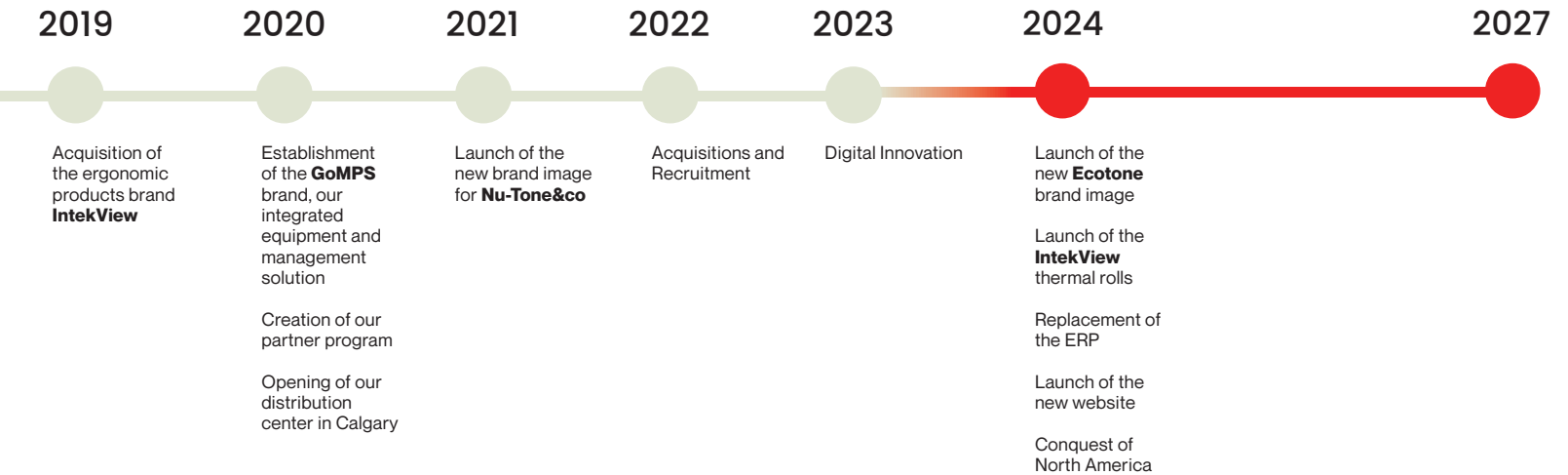
our resellers in the sale of our products by providing them with relevant promotional materials.

## THE EVOLUTION OF NU-TONE&CO

# NU-TONE



# NU-TONE&CO




## OUR MISSION

To maintain  
and become  
the best partner  
for our resellers  
with innovative  
tools, exceptional  
products, and  
unparalleled  
service.





## OUR COMMITMENT



Our commitment to quality is reflected in all aspects of our business. This, in turn, has established a reputation for exceptional quality our products have. And all our actions strive to honour this badge of trust. Further ships and involvement in the field of imaging, we seek to make a difference in the environment and in the community.

# NU-TONE & CO



## OUR QUALITY CERTIFICATION

### STMC – Standardized Test Methods Committee

For over a decade now, the S standardized Test Methods Committee (STMC) symbol has been the hallmark of quality in the remanufactured cartridge industry.

Like a trademark seal, the STMC designation indicates to consumers that the cartridge they are purchasing has been manufactured to specific standards of quality and performance.



### CGSB – Canadian General Standards Board

Nu-tone&Co and the Eco-Tone brand are certified by the Canadian General Standards Board.

Certificat # CGSB53.148.2017



## OUR GUARANTEES

### Nu-Tone&CO Guarantees

All Premium Tone products have a free replacement warranty against any manufacturing flaw or defect for a period of 2 years.. All Premium Ink, Eco-Ink, and Premium Tape products have a free replacement warranty against any manufacturing flaw or defect for a period of 1 year..



All Eco-Tone products have a free replacement warranty against any manufacturing flaw or defect for a period of 3 years.



All refurbished fuser units and maintenance kits have a free replacement warranty against any manufacturing flaw or defect for a period of 90 days.





## OUR ENVIRONMENTAL PROMISE

Nu-Tone&CO care about the environment. This is why one of our goals is to fulfill our environmental promise in all areas of our business.







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In fact, Nu-one&Co and its partners recycle more than one ton of cardboard, half a ton of paper, and 200 pounds of different metals every week! These actions have a direct impact on environmental sustainability, whether by preserving forests or by reducing water consumption or carbon dioxide production.

These values are reflected in the company offices as well. Not only do we prioritize the use of sustainable energy, but the administration and accounting departments have also adopted digital documents for both record keeping and billing purposes.

In addition to our cartridge recycling program, we also choose our packaging products carefully. The amount of packaging, the materials used, and their recyclability are all taken into account when we decide on the packaging of our products.

In short, whether it is ink, cartridge recycling and refurbishing, or product seizure or return programs for end-of-life processing, Nu-tone&Co is committed to being a good citizen for the planet.

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## RECYCLING PROGRAM

Nu-tone&Co purchases and collects a wide selection of empty toner and inkjet cartridges. Each year, we collect thousands of ink cartridges, preventing them from joining the rubbish dump.

Here are some of the benefits of our program:

- **Environmentally friendly**
- **Fast payout**
- **Detailed inventory of paid cartridges**
- **Simple and user-friendly collection system**
- **Complete cardboard and plastic recycling system**

## STATISTICS

**7+** major brands

Premium Tone  
Premium Ink  
Premium Tape  
Eco-Tone  
Eco-Ink  
CET  
Intekview

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**23+** years of experience  
in the field

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more than **50** employees

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more than **10 000** products

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more than **800** resellers

## CUSTOMER SERVICE

At Nu-Tone&CO, customer service is more than just a department – it is an integral part of our DNA.

Our goal is to support our partners in all stages of our cooperation and to make your life easier, no matter the situation. We have therefore set up three distinct teams to cater to all your needs.

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### Customer Service

Our customer service team is made up of 5 members and is headed by one supervisor. They are responsible for ensuring the complete satisfaction of our partners. Whether it is a requester for information, a query, or a follow-up, our team will make sure they will respond to you promptly and efficiently.

You can reach our customer service team by phone, email or even through our online chat system.

### After-sale Service

An entire team of 8 people is fully dedicated to handling all requests from our partners and is headed by one Supervisor and Technical Director. While we do everything in our power to provide you with outstanding from occasional glitches.

Be it product return, billing adjustment or lost package, our after-sales service team is at your disposal to assist you every step or the way, whatever the situation may be.

### Technical Support

Within the after-sales service, a team deals specifically with all technical requests. This team is available to support our partners and above all, to make their lives

easier.

We have established an anonymous direct hotline to help you or your customers manage and resolve any issue concerning our products. This service is completely free of charge and available in French and English. You may also have a representative to contact us on your behalf.

Support from a qualified technician is also available to you via online chat.

### Three Teams at Your Service

Each of our departments, namely customer service, after-sales service and technical support, has its own specialization and expertise. These teams join forces to support you on all fronts.

## KEEP YOUR STAFF FOCUSED ON THE ESSENTIALS



### Innovation on Printing Services

This automatic ink refill program aims to help our partners make their customers' printer fleets profitable by offering optimal personalized solutions.

In addition to saving your time and enhancing your service offerings, this is a great way to build customer loyalty and increase your business opportunities.

The GO MPS program provides you with 5 plan options that will meet your customers' expectations. This plan is offered exclusively to Nutone&CO partners to give you the flexibility you need.

#### Our plans :

- **Standalone**
- **Excel**
- **Excel+**
- **Click solution**
- **Hassle-Free**

#### Benefits

- **Real-time overview of all printing devices.**
- **Automatic cartridge delivery service.**
- **Maintenance and repair service.**
- **Billing available ( cost per page ).**
- **Access to the Konica Minolta product line.**

#### Outcomes :

- **Decreases time spent managing orders.**
- **Increases your service offerings.**
- **Eliminates human errors.**
- **Helps you stand out from the crowd.**
- **Offers personalized solutions to your customers.**



**PARTNER  
PROGRAM**

Since 2020, we have had the **Nu-Tone&CO** Qualified Partner Program in place.

Under this program, only qualified resellers are eligible to purchase the following products for resale to user customers:

- Premium Tone**
- Premium Ink**
- Eco-Tone**
- Eco-Ink**
- Premium Tape**

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Objectives

- Segment and protect resellers in Canada in affected territories;
- **Increase brand awareness through promotional tools, sales training and local promotional campaigns;**
  - **Increase your profit margins;**
  - **Protect your existing customers;**
  - **Gain market share from original brands;**
  - **Establish a standard for a minimum display price**

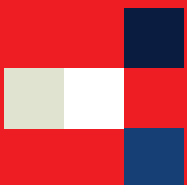
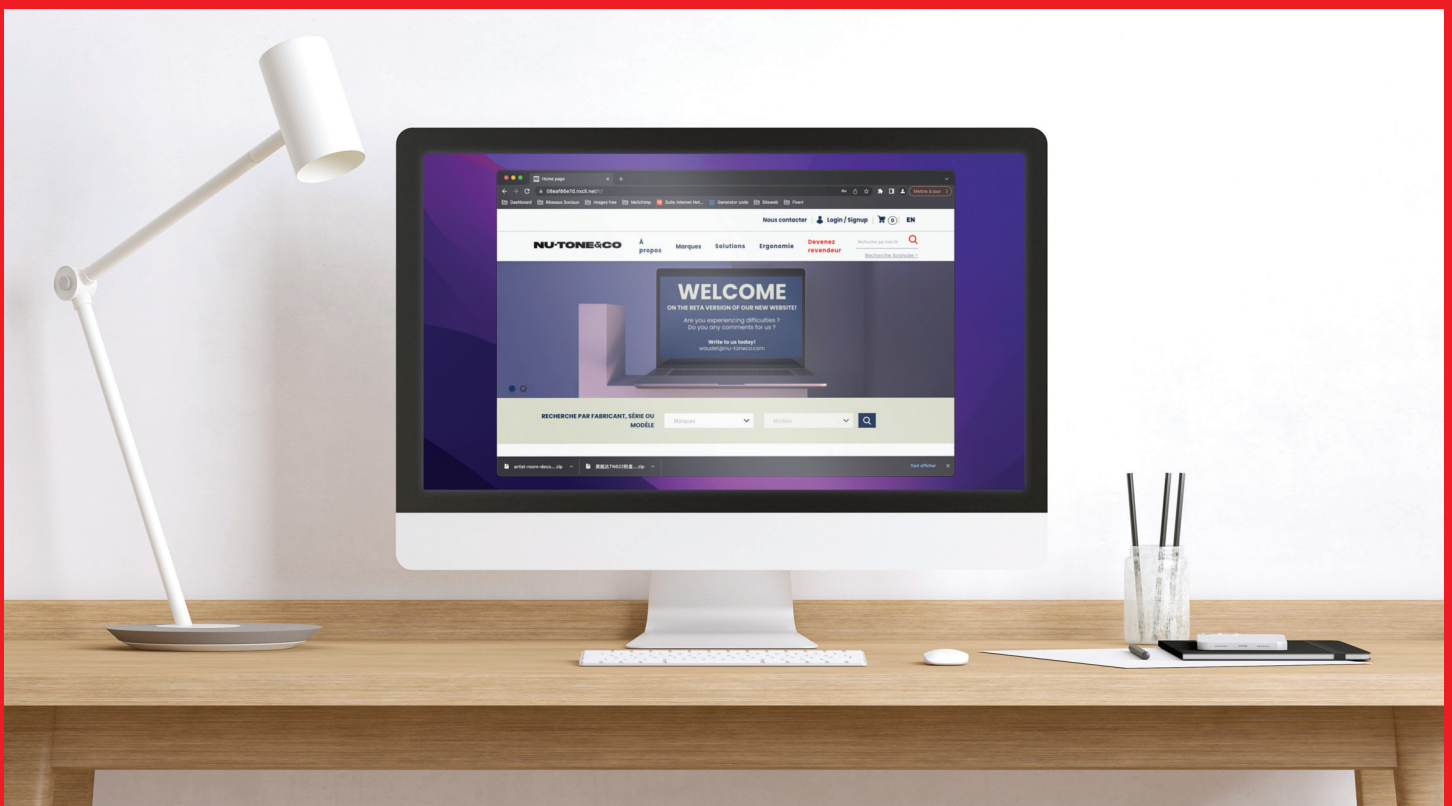
Benefits

- Access to our “drop-ship” service;
- **Patented products, which ensures that you have a product that respects intellectual property (IP safe);**
  - **Access to a marketing program including personalized marketing, brochures, promotional tools and HD product images;**
  - **Technical support accessible via a toll-free hotline;**
  - **Access to personalized products, i.e., merchant identification on the packaging.**

## OUR PRODUCTS

# NU-TONE & CO

Our selection of printing products is the widest on the market. Here is an overview of the high quality products that are available to you.



## NEW VISION ECOTONE

# ECOTone

It takes 3.5 liters of oil to manufacture a new ink or toner cartridge. If they end up in the trash, the raw materials are lost, requiring virgin oil for continuous production.

Ecotone products are made from empty original brand cartridges to ensure printing performance and quality. Each cartridge is tested to produce flawless prints.

Save up to  
**30%**  
compared to the  
original brand



## Now a partner of Trees Canada

Trees Canada is the only national non-profit organization dedicated to planting and maintaining trees in rural and urban environments across all provinces of the country. Ecotone is committed to planting one tree for every set of 10 Ecotone cartridges sold.



## ECOINK LINE

Remanufactured Eco-Ink Inkjet Cartridges from the best manufacturing factories in America.



- Made from original empty cartridges only
- Products manufactured by factories with ISO 9001/14 001
- Cartridge showing ink level only
- Premium quality ink
- Pigment ink available
- Final onsite inspection conducted at our factory on arrival
- 1-year warranty



This brand sells at retail 30% cheaper than the original brands.



## PREMIUM TONE LINE

The Premium Tone line was designed to **help you purchase and sell dependable, high quality products at better prices** than other brand names, without sacrificing what matters most: your name and reputation.

Generic products aren't created equally. That's where we come in. Through proper due diligence, we ensure you're getting the quality you expect, so your customers enjoy the quality they want. **Premium tone supply cartridges that comply with strict industry regulations.**

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### For every product, here's what we guarantee :

- Premium parts only, mostly from Japan and Korea
- Multiple quality control points per unit
- Final onsite inspection conducted at our factory on arrival
- Products from ISO 9001/14,001 certified factories only
- STMC-certified products
- No patent infringement



This brand sells at retail 50 % cheaper than the original brands..



## PREMIUM INK LINE

### New 100% Compatible Premium Ink Inkjet Cartridges.

Compatible inkjet cartridges, new or remanufactured, from the best, manufacturing factories in the world.



- Products manufactured by factories with ISO 9001/14,001
- Premium quality ink
- Pigment ink if available
- Final onsite inspection conducted at our factory on arrival
- 1-year warranty

## PREMIUM TAPE LINE

### Compatible ribbons for label printers.



- High-quality compatible product
- Products from ISO 9001/14,001-certified factories
- Sophisticated appearance
- Final onsite inspection conducted at our factory on arrival
- 1-year warranty

This brand sells at retail 50% cheaper than the original brands.

**CET PRODUCT LINE**

**CET** products are an excellent alternative to original products such as printer and photocopier parts and accessories..

**CET** products are badges of quality: each has undergone specific tests to ensure their performance.

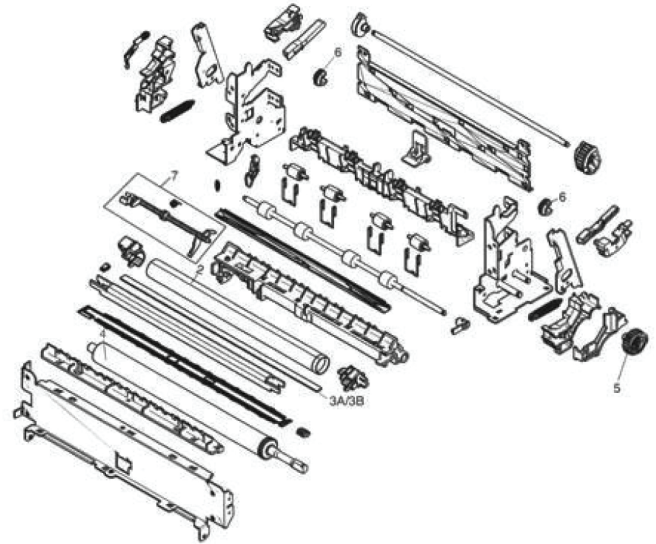
**CET:** a brand you can trust.

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**Parts and Consumables**

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**Maintenance kits, fusers and a host of other printer parts.**



- 
- Reduced cost per copy
  - Products tested and evaluated in our R&D laboratory
  - OEM-like performance at a fraction of the cost
  - No exchange required
  - New 100% compatible product
  - 1-year warranty

This brand sells at retail 25% cheaper than the original brands.

CET PRODUCT LINE

CET Printer and Photocopiers	CET Drums, OPCs and Alternative Drum Sets
<p>Alternative Components of CET Printers and photocopiers</p> 	
<ul style="list-style-type: none"><li>• A wide range of parts available</li><li>• Products tested and evaluated in our R&amp;D laboratory</li><li>• OEM-like performance at a fraction of the cost</li><li>• Compatible with both old and new printers</li></ul> <p>This brand sells at retail 25% cheaper than the original brands.</p>	<ul style="list-style-type: none"><li>• Image quality and performance equivalent to an OEM</li><li>• CET drum up to OEM standards for image quality and performance, when evaluated</li><li>• Universal drum compatible with OEM and Premium Compatible cartridge</li><li>• The drums are tested on machines throughout their service life and under conditions simulating normal use as much as possible</li><li>• Availability of a wide range of drumss</li></ul> <p>This brand sells at retail 40% cheaper than the original brands.</p>

ORIGINAL PRODUCTS FOR PHOTOCOPIERS



- 400 SKUs Available
- Competitive price

CLEANING SOLUTION

Always on the lookout for new cleaning solutions, Nu-tone&CO effectively deals with cleaning problems by offering you quality products at unbeatable prices.



- Affordable cost
- Products adapted to your needs
- Quality products that will meet your expectations
- Stocks always available and promptly delivered
- Products tested and safe for your printing equipment.



## INTEKVIEW ERGONOMIC PRODUCT LINE

The IntekView line consists of various high-quality ergonomic products at a superior price-performance ratio, allowing you to enhance your profits. We can help you ensure a good turnover of your products and above all, an optimal profit margin.



- A range of ergonomic products that meet a growing demand
- A higher-than-average profit margin for a cost-effective choice
- Availability of products to ensure reliable supply and customer satisfaction
- Experienced customer service is attentive to your needs
- Exceptional price-performance ratio and proven reliability.



Adapted Ergo



Ergonomic Accessories



Computer Accessories



Peripheral support



Work Station







Discover Intekview Shipping Labels, the essential partner for **successful shipments!**



Don't waste your time and money on expensive labels; try our multi-format thermal label printer now and start saving money and time on your labeling needs!

## Thermal Printing

Thermal transfer labels are printed using a thermal printer that utilizes an ink ribbon to transfer ink onto the label through selective heating. They are durable due to the ink fusing onto the label, making them resistant to water, chemicals, and scratches. They are commonly used for applications requiring durability and resistance, such as shipping labels, inventory labels, and barcodes.



## **NU-TONE&CO**

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