

MARKETING BULLETIN

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Sharp Tops List as Most Reliable MFP!

Recently, Industry Analysts, Inc., one of the leading market research companies in the office automation industry, completed a comprehensive survey of dealers to determine which product line was the most reliable. We are proud to announce that Sharp came out on top!

The survey, comprised of 105 Dealer Service Managers and over 35,000 machines in field, gave top honors to Sharp with an Overall Product Reliability Rating of 8.92 out of 10. Sharp also took top honors in the Service Support Category with a score of 8.41 out of 10. In fact, Sharp was ranked best in 20 of the 40 categories; none of the 6 competitors in the survey came close.

Of course these results would not be possible without the support of our dealer community whose ongoing product and training feedback provides us with the tools to improve our product. We thank you for your valuable input.

Most importantly, this means that our Sharp dealer community is maximizing their profits by making fewer service calls and increasing customer satisfaction and loyalty by providing reliable up times.

Visit the Sharp IDNC homepage and use the link to access and download the complete report. We encourage you to share this with your customers so that they too know they are getting the reliability they deserve.

Thanks again for your continued support in helping us achieve this impressive result.

Sincerely,



Michael Marusic
Vice President, Marketing & Service
Sharp Imaging and Information Company of America

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