



# Competitive Edge - Just The Right Size



By: **ROBERT P. MATTHEWS**  
President, Copiers Plus Inc.

**I**n today's hyper-competitive business climate, it is important for companies to distinguish themselves in order to survive and prosper.

As an independent office equipment dealer, we are constantly battling competition from all fronts. From large national manufacturers and chain stores, to the person working out of their garage, we are always looking for ways to differentiate our company to bring value to our clients.

As copiers (now MFP's), laser printers, and fax machines have become somewhat of a commodity, the service and support required to maintain uptime and generate maximum efficiency is now considered a professional service. With the MFP becoming an integral part of many business's operations, it is important for us to understand this and position ourselves for success in the future.

At Copiers Plus, we believe that local knowledge and the ability to be nimble sets us apart from the Wal-Mart strategy used by mega-dealers and manufacturer direct branches.

Professional services such as physicians, lawyers, CPA's, and architects create very personal relationships. Consumers want someone who knows them and understand their businesses and challenges that also treats them fairly.

With office technology, customers do not want to call someone hundreds or thousands of miles away to place a service call with a dispatcher that only knows them as a number. There is no way for them to know what a technician may encounter in terms of weather, traffic or any unforeseen event that may delay the resolution to their problem.

As a medium sized office products dealer, Copiers Plus has the advantage to offer custom service agreements, billing and

financing programs tailored to fit any businesses' individual needs. Decisions are made locally, speeding up the entire process from the acquisition of equipment to billing timely and accurately.

We have implemented all the same tools and programs that the large companies use to analyze overall copy and print usage so that we can make educated recommendations for new equipment or redeploy assets so they are better utilized in our customers environments.

Copiers Plus recently celebrated 25 years in business. Our goal is to continue growing our company by educating our customers and maintaining the loyalty we have experienced for many years. We are very proud to say that we still have many of the same cli-

ents that started with us from the beginning.

At Copiers Plus, we are just the right size to handle all of your copying, printing, and overall document management needs.



At Copiers Plus, our primary business has been in the selling and servicing of office equipment. Six years ago we relocated to our current facility on Fire Rd. in Egg Harbor Township. With the additional space and exposure, we decided to expand into the printing business and started a new division offering copy, print, document management, and graphic design services.

This expansion enables us to thoroughly test out all of the equipment we represent and

become experts on this emerging print and copy technology. The majority of the work produced in our retail copy center is printed on the same equipment that we offer to our typical business customers.



Founded in 1986 by Robert and Debra Matthews, Copiers Plus Inc. enjoys serving as a traditional and specialty office automation company. At Copiers Plus, we sell and service the award winning lines of Lanier, Ricoh, Savin and Kyocera-Mita office products.

We offer traditional office copiers, large format copiers and printers; black & white and full color multi-function products, printers, scanners, fax machines, and all the software necessary to improve business processes.

In addition, we are an Authorized DocStar Dealer, providing a variety of electronic document storage and retrieval solutions.

*Copiers Plus now offers our products and services to all of southern New Jersey, with offices located in Egg Harbor Township, and Palmyra.*

## MODERN MARVELS



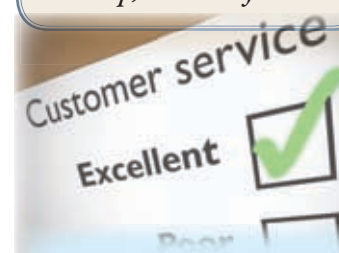
Create PDFs  
Convert to Word  
File Documents  
Scan Directly to an Email

*All from the control panel of your copy machine!*

# COPIERS PLUS

609.645.7587      www.copiersplus.com

RICOH    LANIER    KYOCERA



**Copiers Plus Inc.**  
3112 Fire Road, Unit C  
Egg Harbor Twp., NJ 08234  
609-645-7587  
www.copiersplus.com  
info@copiersplus.com

21 East Broad Street  
Palmyra, N.J. 08065  
1-800-834-3598

[www.copiersplus.com](http://www.copiersplus.com)