

NEW PRODUCT ANNOUNCEMENT

The TRM Ultra: All-in-One Copy/Fax/Scan-to-Email Center



After over a year of development and consumer testing, we are pleased to announce the release of our latest product, the TRM Ultra Copy Center. This state-of-the-art product copies, faxes and scans to email, maximizing the revenue generated per square foot of floor space. And like the other "retail ready" products brought to you by TRM Copy Centers, the Ultra was specifically designed to stand up to the unique demands of the retail environment.

Exclusive Touch Screen Design

The TRM Ultra's exclusive user-friendly design continues the TRM tradition of keeping things simple, virtually eliminating the need for associates to train customers on its use. Additionally, the Ultra includes a Spanish language option to support our fastest growing population demographic.

Pay-at-Register or Credit Card Payment

The TRM Ultra offers two convenient payment options. Customers can pay at the register with a UPC registered, bar-coded receipt, or pay with a major credit card through the Ultra's built-in credit card reader.

High Throughput Document Processing

The TRM Ultra has an integrated document feeder and copies at a rate of over 40 pages per minute, encouraging larger copy and print jobs with minimum wait time for your customers.

Well Recognized Consumer Trusted Branding

The consumer recognized and trusted TRM Copy Centers yellow and black branding draws more customers into your store, increasing foot-traffic and in-store spending.

Call us today to find out how you can upgrade your copy center to this exciting new product ! **1.800.927.0979 Option 1**

Featured Employee



This month, our featured employee is **Gael Schuler**, one of our key account representatives. Gael works with our chain accounts to ensure that the copy centers in their stores are running at peak performance and generating additional revenue and in-store spending on a daily basis. Gael's dedication to superior customer service continues to earn her the praises of our customers every day. Keep up the great work, Gael!

Maintaining Customer Loyalty

Now more than ever, smart business owners understand the importance of maintaining customer loyalty and trust to help them survive in a challenging economy. Dr. Tom DeCotiis, founder of enterprise growth consulting firm, CorVirtus, has the following tips for building customer loyalty:

1. **Focus on Creating Positive Customer Transactions**
2. **Ensure Your Customer Feels Valued**
3. **Set Your Customer Expectations**
4. **Ensure That Employees Understand Your Company's Values**
5. **Evaluate How Cutting Costs Will Affect Your Customer**

Source: "How Businesses Can Survive a Recession", *gaebler.com Resources for Entrepreneurs*, November 25, 2008, <http://www.gaebler.com/Maintaining-Customer-Trust-in-Bad-Economic-Times.htm>

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