



# COPIER CONNECTIONS

AUGUST 2007

## AVAILABLE NOW!

*Web based meter reading and service requests!*

As part of our commitment to provide you with excellent service, we have recently added our customer intranet site for your convenience. All you need is a



computer and access to the internet to post your meter readings, open a service ticket, request paper and toner or check your billing! Give us a call today at 800-927-0979 to request a user name and password, or if you prefer, you can get set up on-line at [www.trmcopycenters.com](http://www.trmcopycenters.com). Just click on the "Customers" link - it's easy!

## Learn the extra value of your TRM Copy Center!

To better understand how much extra value your TRM Copy Center provides, it helps to understand the difference between destination and proximity service offerings.

Destination service offerings, like a TRM Copy Center, actually bring customers into your location that may not have otherwise been there. Proximity service offerings, like ATM machines, simply add a convenience for customers already at your location.



For example, the typical photocopy customer is at home or work with an original document and needs to make a copy. That need brings them into your location for those copies. We know from independent consumer intercept studies, completed at locations like yours, that **7 in 10 customers that come to your store to make copies purchase other items during their visit**. This is one of the great values of your TRM Copy Center. Working together we can help you generate even more additional revenue by providing signage and merchandising in your store. Give us a call today to find out how to really boost your foot traffic and revenue by upgrading your location.

## FEATURED EMPLOYEE:



Felipe Ibarra is one of our most Senior Service Representatives located in sunny southern California. He is dedicated to his customers by providing excellent service and working with them as a partner to help them merchandise their locations to maximize consumer awareness and foot traffic.

## SPECIAL INTERESTS:



Very soon we'll be rolling out our exclusive point of copy merchandising. This unique package attaches directly to your copier, requires no additional floor space, and is guaranteed to increase your profitability by providing impulse sales of photocopy

related merchandise including white out, highlighters, staple removers, scissors, etc. Give us a call today to get on the list for this innovative new product as initial quantities will be limited.

### DID YOU KNOW:

Let your customers know they can stop in your store for copies. Our signature yellow and black trapezoid signage is well recognized at over 15,000 locations nationwide. We have many types of interior and exterior signage available at no cost to you.

• The World Leader in Convenience Photocopying for Over 25 Years •

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