

MSE Opens Canadian Distribution Centre

Micro Solutions Enterprises (MSE) of Chatsworth, CA has announced the opening of a Canadian Distribution Centre, located at 7075 Edwards Blvd., Mississauga, ON L5S 1Z2.

MSE is a manufacturer of compatible imaging supplies, toner and inkjet cartridges being sold at retail stores, distributors, dealers and mass merchandisers worldwide.

MSE says its products represent “an excellent alternative to OEM products, promising exceptional quality and reliability, and an opportunity for increased margins over comparable OEM products,” and claims the products comprising its “wide selection of compatible cartridges form Apple to Xerox” are guaranteed to perform as well as the originals and will never void a warranty.



Ira Traves, President, and Terry Boyko, Senior Vice President of MSE Canada, preside over a new Canadian Distribution Centre for California-based Micro Solutions Enterprises' lines of toner, inkjet cartridges and imaging products.

Heading up the new Canadian company will be two seasoned Canadian executives who have extensive backgrounds in the information technology industry: Avi Wazana, CEO of MSE has announced the appointments of Ira Traves, as President; and Terry Boyko as Senior Vice President of the Canadian company during the recently held World Trade Expo in Las Vegas, NV.

Traves was formerly the Executive Vice President and General Manager of Packard Bell NEC, and Boyko was the Vice President for Retail Sales at Packard Bell NEC.

“Our growth at MSE has been exceptional, and the opportunity to have a direct presence in Canada will enable us to provide will enable us to provide strengthened support for our outsourcing partners and dealers,” commented Wazana, who added, “The Canadian facility will manage all aspects of business for the Canadian market including sales and distribution, customer service, credit and administration, and will also serve as the facilitation point for the collection of used toner and inkjet cartridges.”

“MSE is recognized in the U.S. market as a premium brand, and has earned a reputation as a technology leader, and to be successful in this business you must provide a product that dealers can rely on, and where customers recognize value,” commented Traves.

“With the dynamic growth in digital photography, and continuing strong sales of high resolution printers, consumers are looking for access to quality imaging supplies at a reasonable cost. When you examine the cost of printers today, and then look at the price OEMs charge for replacement cartridges and toner, you quickly understand the customers' frustration. In many cases the replacement toner or cartridge is close to the price of the printer. We will provide the consumer with a product that is equivalent to, or better than the original for considerably less money,” stated Boyko.

“We have several incentive programs to motivate the retailer and reseller into collective empty toner and inkjet cartridges,” continued Boyko. “This not only provides additional margin opportunity, it also reflects a responsible attitude towards recycling.”

MSE Canada will stock a complete line of product, including toner cartridges for laser printers, colour and B&W inkjet cartridges, thermal transfer ribbons for facsimile machines, and a full line of MICR toner cartridges for barcode and check printing.

For more information, contact MSE Canada at: (905) 565-6518; Fax (905) 565-7063; or online at www.msecanada.com.

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