

MSE OEM-Style Packaging

September 1, 2001, Chatsworth, CA: Micro Solutions Enterprises, a leading manufacturer of compatible toner cartridges is proud to announce another cutting-edge development regarding its top-rated packaging design.

MSE's new OEM-style, consumer-friendly packaging allows users to open the box using a newly designed pull-tab, unwrap the cartridge and install it safely in the printer within 60 seconds or less. In addition, with MSE's OEM-style packaging the consumer can insert an empty cartridge inside and close the box securely using two enhanced box-closing flaps. This innovative, timesaving design replaces the need to tape, glue or wrap the box.

Additional features include easy-to-follow, step-by-step illustrated instructions for general installation, as well as a three-step diagram for recycling and returning empty cartridges. All instructions are printed directly on the box, helping to preserve the environment by eliminating the need for excess paper.

"Our new design was created with the user in mind," President Yoel Wazana said. "Not only does MSE OEM-style packaging save people time, but it also appeals to those who are environmentally conscious."

The new box continues to maintain MSE's 100 percent dedication to quality and reliable packaging, while enhancing the user-friendliness of company products. Opening the package is made simple by tugging a pull-tab atop the box. Once opened, installation instructions appear inside on the two smaller flaps.

"MSE's intention is to provide the most convenient experience for the user," Wazana said. "These packages are intelligently designed to make everything very easy. You do not need scissors or a knife to open these boxes. Simply pull the tab and the box opens."

"Another great aspect is that you don't need tape or glue to reseal them," Wazana added. "MSE will never limit its concern for the end-user. We try very hard to create all of our products, including our packaging, with a human in mind"

MSE is a national and global leader in toner cartridge services and customer satisfaction. Producing over 40,000 toner cartridge units per month, MSE offers full solutions for outsourcing, private label and drop-shipping needs. With manufacturing and distribution facilities in the West and East Coasts, MSE delivers in three days or less for UPS ground rates.

The company also offers a full line of branded products including toners, inkjets, ribbons and photo paper. For more information and a catalog, please email info@mse-usa.com, tel: 800-673-4968 (USA), 818-407-7500 (International) or on the web at <http://www.mse-usa.com>.

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