

## **MSE Introduces Its New MPS Engineered<sup>™</sup> Line of Extended Life Cartridges**



**VAN NUYS, CA** - Micro Solutions Enterprises (MSE), the industry leader for Intelligently Re-Engineered<sup>™</sup> cartridges, introduces its new "MPS Engineered" line of extended life cartridges. MSE states that the underpinnings of this new sub brand are designed to create differentiation and awareness that there is more to manufacturing an extended life cartridge than simply adding more toner. MSE also is trying to alert it's customers that quality is just as essential in MPS programs as in transactional sales models. In order for MPS dealers to have profitable programs they require reliable cartridges.

Luke Goldberg, SVP MSE Global says of the new "MPS Engineered" line, "Our line of extended life cartridges are supported by the markets most advanced and patented technologies, custom formulations of raw materials, and rigorous "real world" testing protocols. The goal is to provide a product that offers consistently excellent output from start to finish with no degradation. Another critical aspect of MSE's "MPS Engineered" cartridges involves qualification in duplex modes. Duplexing has become more common in offices to save paper and costs and is especially prevalent in MPS engagements. Duplexing has been a challenge for our industry. Many of MSE's proprietary systems and materials allow for us to eliminate many industry wide historical challenges associated with duplexing. We also anticipate this trend continuing in that most new printer releases will have this capability. Shortly we will unveil a new marketing piece that will really describe the "MPS Engineered" difference to any dealer or end user."

Gil Wazana, VP of Sales- Americas added, "Extended life cartridges are an integral part of any successful MPS program, but it is crucial that MPS providers understand the common pitfalls and that not all extended life cartridges are created equal. We feel strongly about the importance of quality in an MPS program and are committed to offering education through our marketing and the consultative sales training programs we offer our customers."

MSE is the largest USA based remanufacturer and is acclaimed as one of the leading edge innovators in the marketplace. MSE has pioneered the process of "Intelligent Re-Engineering" as applied to remanufactured printer consumables which is a protocol that employs patented technologies, proprietary processes, and stringent testing methodologies all with the goal of providing the market's best alternative to high cost OEM print consumables. MSE has multiple certifications and accreditations including ISO 9001 and 14001. Coupled with our engineering prowess MSE also prides itself on offering the highest levels of after sales support to its dealers through its consultative sales and marketing programs. MSE is a global entity with sales and distribution in Canada, Europe (UK and the Netherlands), Israel, Brazil, California, and Pennsylvania.

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