



NAZDAR RESELLER SPOTLIGHT
QPS UNITED KINGDOM

Nazdar Reseller
Quality Print Services

Country
United Kingdom

Primary Market
Sign & Display Print



I CANNOT THINK OF ANY OTHER PRODUCT THAT GENERATES AS MUCH REPEAT BUSINESS, FROM HAPPY USERS, AS NAZDAR INKS.

Quality Print Services Limited has been doing what it says on the tin for 17 years: providing top-quality inks, technical support services, plus media, printers and software, direct to the wide-format printing community.

Led by Managing Director Chris Bailey, Lancashire-based QPS has a loyal client base nationwide, attracted and retained by its professional approach to delivering a wide variety of services.

Among QPS's offerings is Nazdar's extensive and cost-effective range of high-quality UV-curable, water-based and solvent printing inks. The key to achieving this quality is to match inks to specific makes and models of wide-format printers, meaning customers need only give their printer details and application requirements to the QPS team to be assured of receiving matching Nazdar ink.

"Nazdar inks are designed to pick up from where OEM inks leave off," says Chris. "They are carefully colour-matched and of the same, or better, quality, so the only change the customer sees is a smaller ink bill at the end of the month."

Of course QPS also provides a broad range of print hardware and end-to-end print production solutions.

"We're really a one-stop shop for the sector," says Chris Bailey. "We're able to help print businesses achieve higher margins through quality alternative inks, as well meeting the growing demand for the newest end-to-end systems in the expanding UV flatbed and textile soft-signage markets."

Indeed QPS has recently been appointed as an Authorised Roland DG Dealer for dye-sublimation applications.

On its appointment as an Authorised Roland DG Dealer for dye-sublimation applications, Chris Bailey says: "We're thrilled to be working with Roland dye-sub solutions, we have supplied and supported a range of dye-sublimation inks and heat transfer papers to the trade for over a decade, and the latest Roland products fit in to our textile-print product portfolio perfectly."



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On QPS's relationship with Nazdar, Chris Bailey is adamant that he has made the right choice of long-term ink partner.

"What makes Nazdar a superior product from the reseller's perspective is the reliability. At QPS we are regularly converting customers from OEM ink to the Nazdar alternative, and we do that with the confidence that the customer will appreciate the benefit of the conversion.

In simple terms, the inks offer OEM-levels of reliability and performance at a considerably lower cost. This is further reinforced by our team of dedicated field engineers providing OEM levels of back-up and technical support," says Chris.

With over 17 years' experience in this field, I cannot think of any other product that generates as much repeat business - and happy users - as Nazdar inks.

Isn't that the ultimate goal for any reseller? To sell a great product that the customer is happy with and that they keep coming back for time and again?

The Nazdar range of alternative ink is now our most reliable and dependable revenue stream. Customer retention over many years is extraordinarily high - near on 100% in fact. We also get exceptional support from Nazdar whenever we need it - and as a reseller we really cannot ask for any more than that."

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TO SELL A GREAT PRODUCT THAT THE CUSTOMER IS HAPPY WITH
AND THAT THEY KEEP COMING BACK FOR TIME AND AGAIN?"**

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