

Reseller Spotlight ND Graphics



Spotlight Details

Reseller
ND Graphics

Headquarters
Toronto, Canada

Primary Markets
Sign & Display

Website
www.ndgraphics.com



ND Graphics serve the Canadian sign, digital print, screen-print, tradeshow, POP and commercial printing industries.

“We are confident that Nazdar inks will exceed ND Graphics’ customers’ expectations.”

Since 1981, Canada-based ND Graphics has grown from a small family business into the country's leading supplier of graphics materials, equipment and software to the sign and imaging markets. With a workforce of more than 100 people, ND Graphics serves the signmaking, digital printing, screen-printing, tradeshow, POP and commercial printing industries. The company has 10 warehouses across Canada and keeps more than 4,000 products in stock; included within these products is Nazdar's high quality, alternative ink range for digital printers.

The company has sold Nazdar inks for several years under its own-label InkBrite brand. However, in May this year ND Graphics came to an agreement to assume exclusive distribution of Nazdar digital inks in Canada and since that time has marketed the inks under the Nazdar brand.

ND Graphics now distributes Nazdar's high quality alternative range of wide format digital printer ink cartridges for Roland DG machines. Significantly less expensive than the original equipment manufacturer's (OEM) ink, Nazdar's product range provides the exact same colour gamut and print performance. The Nazdar ink cartridges are also plug and play when converting from OEM inks, with no need for the time-consuming task of reprofiling printers.

All Nazdar products are stringently tested internally and via beta sites prior to release, and come with one of the best warranties in the business. The warranty is incredibly robust and covers the entire ink train should Nazdar inks be proven to have damaged an approved/compatible printer.

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Working with Nazdar has been a very positive experience for ND Graphics. Mark West, President of ND Graphics, says, “Nazdar is an easy company to work with. The support provided to us is excellent – the people at Nazdar really will work to help us and our customers in any way they can.”

ND Graphics is currently rolling out Nazdar’s ‘free ink’ campaign across Canada, where it has a customer base of more than 10,000 businesses. The free ink campaign offers customers the chance to trial a cartridge of ink completely free of charge and applies to OEM customers currently using Roland DG OEM wide format printer cartridge inks.

In order to apply for a free Nazdar ink cartridge, interested parties can visit <http://www.nazdar.com/FreeCartridge.asp>, fill in the online form and await delivery. Users in Canada can also expect a follow up call from an ND Graphics representative to ensure that the Nazdar replacement inks meet with their expectations.

Changing from OEM to Nazdar inks is very straightforward and involves simply swapping out the OEM cartridges with Nazdar ink as they run out. No profile changes are required as Nazdar wide format inks are an exact colour and performance match to the OEM inks.

On the campaign, Martin Burns, Digital Market Segment Manager at Nazdar, says, “We recognise that the switch from OEM to alternative inks can be daunting for some companies and this is our way of encouraging them to take the first step. The campaign enables current OEM ink users to trial our inks and substantiate our claims without incurring any cost whatsoever. We are confident that Nazdar inks will exceed ND Graphics’ customers’ expectations.”

Mark West adds, “The free ink campaign offers us a great opportunity to convert Roland DG printer customers to Nazdar ink. It is well documented that massive savings can be made when moving from OEM to alternative ink solutions. However, there are natural concerns about making the change and the ‘free ink’ campaign enables us to offer our customers a completely risk-free conversion route. Nazdar addresses the concerns of customers with its robust warranty and enables them to trial its quality products for free. As a reseller, the free ink campaign offers us a phenomenal opportunity to target the Canadian market – it’s a win-win situation for all involved.”

For more information on ND Graphics, please visit www.ndgraphics.com



Free Nazdar ink cartridge for any Roland user - it's a win-win for all.

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