



Int

## **Introducing:**

## **Licensed Island Associates**

**The Equipment Leasing Company Ltd.  
1855 Dundas St E, Unit 5  
Mississauga, ON, L4X 1M1  
Phone 1-877-4-INK-JET (446-5538), Fax 905-629-3219**

### Licensed Island Associate Program Information

There has never been a more important time to be a part of the Island Associates. The Licensed Island Associate program is an opportunity for you to download the non-revenue generating activities of your small business to the Associate group. The program allows Licensees to share in the broad array of benefits that result from being part of a group of associated stores.

All retailers, big or small, are faced with an unsteady economy and have to deal with industry-wide narrowing margins, longer sales cycles, less frequent purchases, high customer churn rate and fewer dollars spent per sale. The refill business is no different. We have little choice other than to grow sales to survive using the scarce resources of people, money, time and now bandwidth. We must stay focused on business development and client retention to build and retain a profitable market share and outsource the back end zero profit growth activities such as sourcing product, managing inventories, building and managing web sites and developing refill techniques.

Brand identity is the most valuable asset for any business. Successful brands stand out in a crowd of similar businesses allowing Licensed Island Associates to leverage the Island Ink-Jet brand to increase their visibility, quality, service and retention. The systems already implemented and currently under development continue to enable Licensed Island Associates to share in significant advantages inaccessible to competitors.

The majority of Licensed Island Associates choose to brand their stores as "Island Ink-Jet" to take advantage of the brand awareness. We recommend this approach. However, this is an option, not a requirement as some Licensed Island Associates may opt to continue on using their existing brand name while enjoying the other benefits of being a Licensee. Regardless of how you operate, Licensed Island Associates in good standing are granted rights to use the Island Ink-Jet brand through a licensing agreement.

By joining the Island Associates, you will contribute to increasing brand awareness and reduced costs through increased volume and purchasing power. Cost reductions generated through increased volume are shared with all Associates. Increased physical storefronts contribute to greater brand awareness leading to a much stronger brand. A stronger brand increases the size of your potential customer base.

A sample License agreement is available for viewing online. The following is an outline of the License:

#### The following features are included with each License:

- The license will be granted for a period of ten (10) years.
- The ability to use the "Island Ink-Jet" and related trademarks.
- The ability to take advantage of and share the collective intelligence of a large group of your peers.
- The assuredness that the integrity of the marks will be maintained on your behalf.
- Access to the Island Ink-Jet supply chain. This includes a one stop shop for all items related to refilling (bulk ink, tooling and supplies) as well as authorized suppliers for items such as OEM and remanufactured or compatible Ink and laser toner cartridges.
- Access to the library of marketing tools and literature, print ready graphics and displays.
- Participation in the collective creativity of national and regional marketing councils.
- Access to our industry leading online "Help Desk" which includes
  - o A library of technical files relating to refilling inkjet cartridges and other critical technical tasks.
  - o A library of other files to help in many areas. From business management, to marketing to graphics, to store designs, to industry news and much more!
  - o An online cross reference tool that not only links printers to cartridges and cartridges to printers, but also links all the way to information related to refilling process of each item (refill instructions, weights, prices, inks and more!)
  - o A forum where associates and their staff can work together on overcoming technical problems and helping each other with refilling.
- Ongoing Research & Development related to refilling ink cartridges. We research various suppliers' inks, various refill techniques, provide suggested pricing and more!
- Access to our mobile cross reference for handhelds. Allowing your sales force to access laser toner and ink cartridge cross references and pricing information through a mobile device. Great for sales calls!
- Access to live support on any refill-related question via our 1-800 support number. Access to support through a web based ticketing system featured on the help desk (staffed 9-5 EST currently).

- Integrated E-Commerce Platform:
  - A location listing on our website (islandinkjet.com)
  - An email@islandinkjet.com email address
  - Maintenance of a central 1-800 number (directs customers to closest Associate locations)
  - Quote requests received online forwarded to Licensed Associate Locations (to be replaced by the following)
  - Web and Desktop based ordering. (Currently in Beta Testing)
    - System under development will create a national supply chain allowing Licensed Island Associates to make significant inroads into the national and regional chains in the B-to-B market .
- The benefits of being part of an Associate group.
  - An increase in the value of your business. Potential suitors look to a strong support mechanism in place.
  - Increased consumer awareness, confidence and retention. Associates have long understood the importance of a strong brand identity. Potential and existing customers look to recognized brands first!
  - Access to most desired locations. Landlords seek affiliations with strong associates /chain stores / franchises rather than one-of concepts.
  - Building group buying power over the long term wins. Reinventing the wheel has never been a successful business strategy. There are over 1000 web sites competing for your customer's dollar.
- The option of upgrading your cash register to our integrated Business Management System.
  - A sophisticated program that automates many of the day-to-day Island Ink-Jet functions allowing Associates to manage customer relationships, automate business processes, sales automation and inventory control.
  - Benefits Include:
    - Work order printing and tracking. Work orders include information for technicians to improve quality including and not limited to specific inks used, ml's, tech page and more.
    - Simplified End of Day processing
    - Over 35 Reports Available: Choose from a variety of sales reports, history reports, summary reports, customer reports, product reports, refund reports, landlord reports and more!
    - Inventory Control -keeps track of items on hand. Generates Purchase Orders and RMA's
    - Suggested Pricing / New items centrally added and maintained.
- The security of knowing no other Licensed Island Associate will be opened in the immediate area surrounding your location.

### Licensing Fees & Commitment

All Licensed Associates receive an initial 10 year license for a one time up front fee of \$10,000.00 and pay a license servicing fee of \$399.00 per month for the initial store and \$199.00 per month for each addition unit paid monthly in advance. (plus applicable taxes) At the end of the term, the license will be renewable at the then-current rate.

There is an initial 6 month minimum term commitment. Associates are free to opt out of the Island Associate program at any time after the initial six month minimum period by giving three months notice. If a Licensed Associate chooses to opt out of the program, their license will automatically be revoked and they will be obligated to de-brand and return all intellectual property to us prior to the end of the notice period.

Licensed Island Associates can also choose to upgrade to our Business Management System (BMS) which replaces your point of sale terminal and is updated remotely. There is a low \$50.00 per month fee for those using the system. New store license and Equipment sold separately. All fees are in CAD and are subject to applicable taxes.

The License agreement is Users acknowledge to be bound by all of the terms and conditions of the license. If you do not agree with the terms and conditions, a license will not be issued and if you are currently using the brand in any form, you will have to de-brand. If you are issued a license and then choose not to honor the terms and conditions of the license, it will be revoked and you will be obligated to de-brand and return all intellectual property to us.

We realize a brand is not uniform if the products & services vary substantially across the licensee's locations. Licensees are required to purchase designated products from approved vendors in order to ensure uniformity within the brand and product support and to increase long term buying power. We will continue to work with the Associates to be able to provide a wide range of approved suppliers. The help desk is based on supporting the inks we have approved and cannot warrant the processes if Licensee chooses to use other ink suppliers.

**To Apply:** Simply fill out the application form, account set-up form and credit card authorization form.

## THE CARTRIDGE REFILLERS

**Licensed Island Associate Application Form**

Return by mail to 1855 Dundas Street E, Unit 5, Mississauga, ON, L4X 1M1

By email to: [sales@islandinkjet.com](mailto:sales@islandinkjet.com)

By fax: 1-866-688-4254

For Inquiries, call 1-877-4-INK-JET (446-5538)

*Please Check one or more of the following:*

- Sign me up to the Licensed Island Associate Program at a rate of \$399/month.
  - Multiple Unit Owners: Sign me up including my \_\_\_ (number) additional locations at a reduced rate of \$199/month per additional location.
- I already have a user BMS License and Equipment. Please (re)activate the system at the rate of \$50/month per location.
  - Multiple Unit Owners: I have a total of \_\_\_ BMS Systems that are to be (re)activated at a rate of \$50/month per system.
- I do not currently have a BMS License or Equipment and would like to receive further information on the system.

All figures are in CAD and are subject to applicable tax.

I agree to be bound to the terms of the License as posted and updated regularly on the Help Desk.

I agree to take the above services for a minimum of six months and will pay the service fee on the first of each month in advance.

I understand I may cancel at any time thereafter with 90 day written notice of cancellation at which time I will cease to use the Island Ink-Jet brand in respect to any of my business activities.

Your Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Approved By: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Fax back to (905) 629-3219 or (866) 688-4254**



**Account Setup Form**

Return by mail to 1855 Dundas Street E, Unit 5, Mississauga, ON, L4X 1M1

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By fax: 1-866-688-4254

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Business Trade Name	
Business Corporate name (If Different)	
Billing Address	
Shipping Address (if different than above)	
Secondary Location Shipping Address	
Telephone #	Fax #
E-mail	
Contact Person	
Signature	
Vendor Permit Number (If Applicable)	
<b>Credit References</b>	
<b>Reference #1</b>	<b>Reference #2</b>
Bus. Name	Bus. Name
Contact	Contact
Acct. #	Acct. #
Phone#	Phone#

Fax back to (905) 629-3219 or (866) 688-4254

**Credit Card Authorization Form**

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**Credit Card Authorization**

Your Company + Store Code: \_\_\_\_\_

Card Type: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CID# (3-4 digit security code): \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

**My signature below authorizes Island Ink-Jet to charge the above  
Credit Card for all merchandise purchased from this day forward.  
I will notify Island Ink-Jet in writing when to discontinue use of card.**

Print Authorized Cardholder's Name:

\_\_\_\_\_

Authorized Cardholder's Signature:

\_\_\_\_\_

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