

PROFILE

NAME: Weaver Associates, Inc.

LOCATION: Lancaster, Penn

FOUNDED: 1999

WEBSITE:

weaverassociatesinc.com

CHALLENGE

Provide customers with reliable, low-cost printing solutions tailored to meet market-specific needs while expanding sales and profitability

SOLUTION

Epson's range of affordable business printers designed for reliability and low maintenance with PrecisionCore Heat-Free Technology™ exceed customer expectations and provide a foundation for successful business relationships

Putting Ink on Paper

Weaver Associates partners with Epson to provide customers with printing solutions designed for reliability and affordability and drive in-house printing business

"Ultimately, we put ink on paper. We either sell the tailored combination of paper, ink and printer or we print it for customers ourselves," said Ron Weaver, president, Weaver Associates.

Weaver Associates, a comprehensive business solutions provider, has evolved from its origins of selling copy paper and replacement cartridges to offering both commercial print services and printing hardware products and services. With a client base of over 800 businesses ranging from warehousing and manufacturing markets to automotive and healthcare, Weaver Associates recognized the importance of having a range of solutions to suit different customer needs.

As a solution provider, Weaver Associates helps its customers select the best printing solutions for their needs. "One of the reasons we are so successful in this arena today is because Epson is such a great partner," said Weaver. Weaver Associates is an Epson BusinessFirstSM partner and sells Epson's business printers, technical and engineering printers, and document scanners.

"I believe in its PrecisionCore Heat-Free Technology and the positive impact on energy consumption, waste and maintenance," said Weaver. He trusts in his business collaboration with Epson, as well as in Epson's printing technology, to the extent that he implemented an Epson WorkForce® Enterprise MFP in the print shop sector of the business.

A Collaborative Partnership

"Many manufacturer partners have completely eliminated their programs over the years, stripping SPIFFS and rebate incentives for salespersons and making it difficult to succeed being profitable as a dealer," said Weaver.

"After our first interaction with Epson, becoming a BusinessFirst partner was truly a no brainer. Epson has a structured program where you're able to make money and see profitability. Having an organized program with incentives and support for dealers is critical."



Inkcredible Value

Weaver shared that Epson's innovative inkjet printer technology helps Weaver Associates stand out when presenting to clients. "When we first engage with customers and outline the benefits of bringing on an Epson, they don't believe us, as it seems too good to be true. Then, after about three or four minutes, the light clicks on. It's a combination of the testimonials of those before who sing praises, the fast first page out time and total cost of ownership, which is outstanding. Plus, being able to provide customers with demo units is a win-win."

"Many customers emphasize just how important sustainability is for their business," said Weaver. "When it comes down to it, showing these customers the visuals that communicate the cost and environmental benefits of Epson's models with high-capacity ink packs versus traditional cartridges is eye opening for them."

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Weaver expressed that Epson wins in many areas because of its low cost, quality color printing across the portfolio. The [WorkForce Enterprise](#) machines have a fast first page and first set out time with virtually no warm-up time. “This is so important when it comes to applications such as hotel printing because it is instant,” said Weaver. “When it comes to printing high-volume, having a slightly slower MFP with no warmup time might be a better bet than a faster machine that takes eight or nine seconds to warm up before even printing.”

For small to midsize businesses, Weaver appreciated the Epson WorkForce Pro models with replaceable ink pack systems. “The WorkForce Pro [WF-C579R](#), in my opinion, is the best printer out there because of the incredible value for customers. Second to value for customers, is the margins we are able to capture.”

A Powerhouse in Action

Considering the benefits of Epson solutions through the eyes of customers, Weaver Associates decided it was time to replace an unreliable MFP with the Epson WorkForce Enterprise [WF-M20590](#) monochrome MFP and staple finisher to help meet the demands from print shop customers. “I’m very aware of the total cost of ownership compared to a replacement of the old model,” noted Weaver.

The WorkForce Enterprise model has become the go-to printer for Weaver Associates as about 40 percent of the print shop orders consist of black and white linework.

“We’ve only had to replace a few feed rollers, which is actually incredible given we put a couple hundred thousand pages on the WorkForce Enterprise per month. And we trust in its reliability. We have run it for eight hours a day, three days in a row. In total, we’ve printed approximately 930,000 pages over the timespan of seven months,” says Weaver.

Downtime due to a printer breaking down and requiring servicing can be an extreme setback for productivity at the print shop. Weaver noted the WorkForce Enterprise stands out among the production printers as it has proved to be reliable with no service issues and zero downtime for printing production orders.

“This makes all the difference when it comes to fast turnaround times with as little as 48 hours,” noted Weaver. “We do tons of small quick turnaround print orders. It’s our niche.”

The inkjet advantages

“I’ve come full-circle – years and years ago, I was the guy urging customers to remove all inkjet and recommending against inkjet,” said Weaver. “My customers remember my recommendations from years back and now, I recommend the opposite because Epson inkjet is different and PrecisionCore® technology is different.”

“Together, we are showing the market evidence that inkjet is a valuable proposition, and these products are valuable products. I even have people teaching printing in vocational school using Epson products. This is where printing is going!”



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The views and opinions expressed in this article are those of the individual.