



# Responsible Dealer Benefits

Help with your bottom line.

### Quality

There is no substitute for quality. Every Responsible product is engineered to exacting standards and certified to perform as well or better than the OEM.

### Technical Support

Every Responsible product includes a toll-free technical support phone number for the end user to call day or night 365 days per year.

### Packaging

Hands down Responsible has the premier packaging in the industry. We aren't just talking about other aftermarket packaging either. Our packaging is better designed, more informative and more environmentally friendly than any OEM packaging in the market.

### Brand Name

Stop trying to compete on price alone. The Responsible Brand is the premier aftermarket brand designed to be a symbol of quality in a sea of generic cartridges.

### Advertising Dollars

We will be launching a national advertising program to promote the Responsible Brand. This program will position Responsible as the premier choice for end users and will have them asking for Responsible. We will also help you pay for your advertising. We will give you money to advertise Responsible brand products to help you increase sales. Please ask about our co-op program.

### Guaranteed

All Responsible Brand products are backed by a 100% Satisfaction Guarantee for 1 year from the date of purchase. We pay to replace any defective product for an end user including shipping to them and the return of the defective product. We will even replace their defective product with an OEM cartridge at no cost. How is that for a guarantee?

### Marketing Materials

Responsible provides a complete line of marketing materials for your use including: cartridge photos, sales literature, logos, Power-Point presentations and more.



[responsibleink.com](http://responsibleink.com) | 800.881.2080

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