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**Cartridge World**

## **Survey Reveals More Stress, Fewer Resources for America's Office Managers**

*Cartridge World Study Shows Large Majority of Office Managers Today Must do More with Less*

**FOR IMMEDIATE RELEASE**

**Emeryville, Calif., April 20, 2011** – A recent survey of America's small business office managers conducted by [Cartridge World](http://CartridgeWorld.com) revealed that a majority are enduring increased stress in the workplace. Indicating the need to accomplish more with less time and fewer resources, 79 percent of office managers told Cartridge World that in the past two years their job responsibilities have increased. Meanwhile, a third (34 percent) of respondents said they are working with decreased budgets compared to two years ago. Indicating increased focus on the bottom line, 62 percent of respondents cited finding the best supplies at the lowest price among their top job concerns.

"We are the ally of small business and our goal is to provide solutions that help them succeed," says Tom Fricke, Cartridge World's chief executive officer. "We conducted the survey to gain insight into the needs, challenges and concerns of our customers. Office managers are dealing with tighter budgets, greater responsibilities and more stress on the job. We hope that our ability to deliver a dependable product at a significant savings can help alleviate some of the pressure these people face on a day to day basis."

With the vast majority of office managers, over 86 percent responsible for office supply purchasing decisions, Cartridge World is poised to help a large group work more cost-effectively and to relieve their workplace stress. Cartridge World is dedicated to providing solutions to small businesses that need help the most. Although prices vary by market, switching to refilled cartridges can save a small business 20 percent to 40 percent compared to brands like Hewlett-Packard.

Ninety-five percent of office managers have a high awareness of refilled or remanufactured printer cartridges and 71 percent of respondents cited cost savings as the number one benefit to using remanufactured cartridges. Of this group, 73 percent of respondents stated that they would switch to remanufactured cartridges if they saved money and were guaranteed to work in their printer. The impact of switching to these cartridges can be enormous. Annual savings can range from a few hundred dollars to several thousand, depending on the size and type of business.

Cartridge World uses top-quality imaging supplies, the best-available ink, and a multi-step process in their remanufacturing process. All products are backed by a 100% satisfaction guarantee. Cartridge World's guarantee ensures repair or exchange for any cartridge returned to the store of purchase with receipt within 90 days.

With 1700 stores globally, including more than 650 Cartridge World stores in North America, as well as products available online at [www.cartridgeworld.com](http://www.cartridgeworld.com), saving money with remanufactured and recycled cartridges is as convenient as it is simple.

Cartridge World's online savings calculator (<http://www.cartridgeworld.com/calculator.aspx>) provides estimated costs of Cartridge World brand cartridges versus original manufacturer cartridges at estimated print volumes provided by the customer.

*During the week of March 21, nearly 400 office managers participated in an online survey commissioned by Cartridge World about their job responsibilities and office supply buying behaviors.*

### **ABOUT CARTRIDGE WORLD**

Cartridge World is the leading resource for businesses and consumers who want to save money on their printer cartridges. Cartridge World uses state-of-the-art processes and high quality inks and toners, in addition to offering personalized service and a 100% product guarantee. Cartridge World offers consumers and businesses a more affordable option to buying new, provides a 100 percent satisfaction money-back guarantee and helps the environment by keeping cartridges out of landfills. Voted #1 in the category of toner replacement services by *Entrepreneur Magazine Franchise 500 for 2010*, Cartridge World has over 650 Cartridge World stores in North America. For more information call (888) 99-REFILL or visit [www.cartridgeworld.com](http://www.cartridgeworld.com)

### **MEDIA PLEASE NOTE:**

- **Interviews opportunities available with:**
  - Tom Fricke, Chief Executive Officer, Cartridge World
  - Frank Case, Senior President, Cartridge World Americas
- **High-resolution images available.** To request high-res product images, please contact Jordana Frishman at [415-359-2313/jordana@landispr.com](mailto:415-359-2313/jordana@landispr.com) or Rob Farmer at [415-359-2316/rob@landispr.com](mailto:415-359-2316/rob@landispr.com).

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