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ForBiz Solutions News

Casting Your Economic Vote

In talking to business folks in our community over the past several months it is clear that many people are very frustrated with the state of the economy and feel less than effective in doing anything about it. The result often seems to be a loss of hope and general discouragement about the future of their businesses.

In addition, many are confused about how we got to this point — what, after all, has created this economy. I believe that what

stands before us is nothing more than the choices we have made over time. What else could it be? I believe it works essentially like this. Simplistically put, we have money to spend, and how we chose to spend it, be that on goods and services or investments, represents a responsibility. What am I saying? I am saying that the choices you make in spending your money impacts, not only the things you buy, but the companies you buy them from, the companies they do

business with, the companies they compete with, the bigger industry they are part of, and the economy as a whole. And that includes how they do business. I don't know how you feel about it, but that seems like a big opportunity to influence outcomes to me.

Casting your economic vote is a highly effective way to not only encourage certain companies, but also to discourage others. To encourage doing business in ethical rather than unethical ways. To

Is This The Right Time To Buy?

When the economy takes a downturn the usual response is to tighten-up the budget and be conservative wherever possible, but is this always the best strategy? Not

necessarily and not if you plan to be in business when the economy rebounds. Many businesses have found their beginnings in the opportunities created by poor

economic conditions and many more have used these times to buy right.

It is no surprise that some businesses are downsizing and other

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Special points of interest:

- *Impacting your local economy by carefully casting your economic vote*
- *Taking advantage of a down economy to buy right*
- *Can being more colorful help your business?*

Casting Your Economic Vote Con't.

and a sense of community are an important aspect of spending your income. Not just obtaining what you need to live and function in a modern society, but impacting how that plays out in the overall theme of how we live our lives.

But, you say, many economic decisions are out of my control. Well, yes they are. It reminds me of a quote by Ann Landers, "*You can't have it all. Where would you put it.*" Most of life is out of our control if you are thinking about control as outside. But let's focus on what we can control and leave the rest to the next newsletter, Ha! Ha!

The fact is that we actually have a lot more control than we are aware. Talking to companies that are feeling a lot of pain right now I am surprised at how many did not know that the impact of

spending habits would happen so quickly, but as with most small businesses cash flow can bring things to a halt in very short order — one important or regular customer, or two, or maybe ten. These economic votes are critical to their survival even in the short term.

The truth is we have a lot more influence than we imagine and if we use it wisely we can have a big impact on our world. Here's the really exciting part — when it comes to our local economy we can have a really big, and really immediate impact.

Buying locally is not just about supporting those who work and live in your community. It is about shaping the quality of the community you live in. It is about building and maintaining a community where locally owned and managed business provide

needed, valued, quality goods and services in a more or less stable environment of mutual benefit.

Voting may or may not provide you with the representation you are looking for, depending upon what you think government

Casting your economic vote can create an immediate impact.

should be doing for you, but casting your economic vote can have an immediate and lasting effect not only on how companies perceive you and cater to you, but also, at least in a local sense, what kind of community you live in. 🙌

How Colorful Are You?

There is no doubt that we respond to color. We have also been trained by advertising and promotional materials to associate certain characteristics with color, but can color help you attract more business?

According to some studies color can actually attract new customers, increase retention, improve the effectiveness of presentations and other advertising materials. Color can

even cause customers and prospects to perceive your business as larger.

Leslie Harrington, PhD, director of the Color Association of the United States has teamed up with color experts from Staples, Inc. to offer some tips on the use and meaning of color.

Colors are associated with certain emotional responses. For example purple is used to convey prestige, while green is more

neutral. Red is generally associated with leadership and strength. While yellow is interpreted as intellectual and innovate. Orange is vibrant.

Research has shown that 60% of customers based buying decisions on color and most businesses believe that color has a decided impact on customer retention.

Research also indicates that over half of people will tend to read materials presented in color.

How Colorful Are You Con't?

attention spans by 82% and makes an impression that is 39% memorable than black and white.

A good way to improve your understanding of the application of color in different situations is simply to begin noticing how color is used. Many companies, professional sports teams, countries, and individuals use color to help create the impressions and they usually do so after a great deal of research. Think about what these organizations are attempting to convey and see if there might be some applications for your products or services.

Some examples of the use of color by companies:

McDonalds uses red and yellow to create excitement, happiness and a playful mood.

Starbucks uses green and white to denote nature, fresh, pure and clean.

The US Postal Services uses red and blue to give the impression of speed, urgency, trust, and reliability.

IBM uses blue and white to illustrate trustworthiness, tranquility, authority, and purity.

Goggle has chosen blue, red, yellow, and green. What do you imagine they are planning?

While color has a definite impact on customer perception you want to choose wisely and use color effectively. Too much color or too many different colors can create confusion. Also once you choose your colors you will want to stick with them as your customers will come to associate your company with those colors.

Graphic designers are a good source of information and application ideas when it comes to color and because color can have such an impact on the impression you make you will want to take

the time to do your homework.

As a representative of **Konica Minolta** MFP's we are excited about their contribution to the world of color. **Konica Minolta** was chosen as the MFP Color Manufacturer of the Year for 2005 and 2006 by "The Cannata Report." This independent consulting firm provides ratings for the office products industry.

**Konica Minolta
is named MFP
Color
Manufacturer of
the year two
years running**

Curious about color for your business? Give us a call today to see how affordable color can be and start taking advantage of this powerful tool. 🙌

Is This The Right Time To Buy con't?

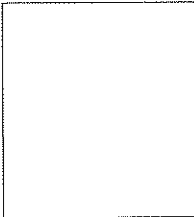
but it is news to some that there is a lot of equipment available that is an excellent buy not only because it is priced right, but also because it is in excellent condition with very little usage. Some of the copier, printer, scanner, fax devices we have seen coming back from leases have only a few months worth of copies, prints, and scans on them. In addition, many

come with extra features, such as color, and finishing devices, essentially at no extra charge. Is it time for you to buy right?

For a snapshot of some of the machines available go to our website at National Photocopy Corporation or www.forbizsolutions.com and select *Pre Owned Digital Specials*. From there you can choose from

Pre Owned Black & White Digital Gallery, Pre Owned Color Digital Gallery, Monthly Special and you can also select *About Certification* to see all of the inspection Pre Owned Digital products go through prior to being offered through National Photocopy Corporation.

Not sure if one of our products fits your need just give us a call?



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“Your image is important to us.”



KONICA MINOLTA

A Little Bit About Us

Quote of the Month

National Photocopy Corporation is a locally owned and operated provider of high quality copier, printer, scanner, multifunctional devices and networking office products. We have been an authorized Konica Minolta dealer since 1972 and now have been chosen by Canon to carry the Canon copier, printer, and MFD line as well.

Our service department has seven full-time service technicians trained on our product lines as well as in networking applications. Our average technician has been with us for over seventeen years and some have been with us for over twenty years.

As a locally owned company we have come to understand and adapt to the local business climate and our customer's individual needs giving us a special perspective on customer service. When your entire staff works and lives in the community it serves you tend to feel a very special connection to

“Failure is part of the natural cycle of business. Companies are born, companies die, capitalism moves forward.”

— Fortune Magazine