



Ink-Wise Prepaid Mailers (Move Over Jetpak)

Ink-Wise is a new prepaid mailer product developed to overcome the common problems and frustrations people experience with Jetpak.

Cartridges Are Us has been remanufacturing inkjet cartridges since 1997. All remanufacturing is done in house at our 20,000 sq. ft. remanufacturing center in Ithaca, Michigan. We remanufacture an average of 100,000 cartridges per month. The fact that the readers of Recharger Magazine voted us #1 in Inkjet Quality demonstrates our record of producing high quality product.

Two Big Reasons to sell Ink-Wise instead of Jetpak

BIG REASON #1: If a customer's cartridge is defective, we send them a replacement cartridge AND a \$3 rebate coupon – so your customers always feel they get their money's worth.

The way Jetpak works, if a customer sends in an unserviceable cartridge, they do not get cartridge back. Instead, they get a voucher that lets them send in two empties in their next Jetpak mailer. That means that the customer has to buy two more cartridges AND another Jetpak mailer in order to redeem their voucher and get their money's worth. We think that's too much hassle for customers.

With Ink-Wise - if a cartridge is not serviceable – we send them a text-grade replacement cartridge for them to use as well as a \$3 rebate on their next Ink-Wise mailer.

Text grade cartridges are perfect for everyday printing needs but are not recommended for printing photos or important documents. If customer print in "Best Mode" they will likely not see a difference between a text-grade cartridge and a regular cartridge.

BIG REASON #2: We make it easier to track cartridges - so you don't get as many unnecessary support calls.

Our goal is to make it easier for you and your customers to track the progress of a cartridge. The goal is to cut down on the number of support calls you get because customers don't know where their cartridge is?

We provide a web-based tracking tool that you can put on your website. Your customers or your support reps can simply visit your site, open the tool, and type in a tracking code to get a progress report. Alternatively, customers can visit Ink-Wise.com to track a cartridge.

The progress report will tell the user (1) if the mailer arrived at our facility, (2) if it is being processed, and (3) if it was mailed back to the customer.

And to make life even easier for your support staff, we even provide a toll free Ink-Wise Help Line. Your customers can call 24 hour a day to ask questions about their mailer or cartridge.

Contact our Customer Service Team with any questions:

By Phone: (888) 525-2322

By Fax: (989) 875-8127

By Email: Info@CartridgesAreUs.com



Ink-Wise FAQ

Questions and answers to help you do your due diligence on the Ink-Wise product

How is Ink-Wise priced?

Ink-Wise is available as a Single or 2-Pack.

<u>Option</u>	<u>Dealer Price</u>	<u>Suggested Retail Price</u>	<u>Profit Per Unit</u>
Ink-Wise (Single)	\$11.19	\$16.99	\$5.80
Ink-Wise (2 Pack)	\$20.39	\$31.99	\$11.60

What cartridges can customers send in their Ink-Wise Mailers?

Customers can use Ink-Wise mailers to recycle most black and color inkjet cartridges including Canon, Epson, HP, Lexmark, and Xerox.

How does Ink-Wise work from the customer's perspective?

Ink-Wise is a way for customers to have their inkjet cartridges professionally remanufactured instead of using do-it-yourself refill kits. Here's how it works:

1. Customers mail us their empty ink cartridge using the Inkwise postage-paid mailer.
2. We clean, fill, and test each cartridge at our Remanufacturing Center
3. Each cartridge is returned to the customer refilled and ready-to-print.

What is the turn around time?

The normal turn around time is 3 to 5 days. That means the customer's cartridge will be shipped back to them within 5 days from the time we receive the cartridge.

What is the manufacturer's warranty/guarantee?

1. Your cartridge will be processed the same day we receive it and shipped back to you within three business days.
2. Your cartridge will be professionally cleaned, refilled with fresh photo-quality ink, and tested in an actual printer before it is sent back to you.
3. If your cartridge gets lost or damaged in the mail, we will send you another cartridge free of charge. (Proof of purchase required)

If you are not satisfied with our service or with the quality of your cartridge, we will send you a free Inkwise Mailer good for your next cartridge.

What happens if the customer's cartridge is defective or fails during production?

Here is the warning message we put right on the product packaging.

WARNING: Ink cartridges are not meant to last forever. If you send us a defective or unserviceable cartridge, we will not send your cartridge back to you. Instead, you will receive a free text-grade replacement cartridge. You will also receive a free \$3 rebate on your next Ink-Wise mailer.

Can we get a sample to evaluate?

Yes, contact our Customer Service Team to request a sample Ink-Wise mailer.

Ink-Wise vs. Jetpak Comparison Chart

Side by side comparison of Ink-Wise and Jetpak on the most important factors

Product Name	Ink-Wise	Jetpak
Manufacturer	Cartridges Are Us (CAU)	IJR
Dealer Price (Single)	\$11.19	\$11.25
Suggested Retail Price (Single)	\$16.99	\$16.99
Product Options	Ink-Wise (Single) Ink-Wise (2-Pack)	Jetpak 100 Jetpak Super Saver (200) 6-Pak Mailer 12-Pak Mailer
Minimum Order for Dealers	NO MINIMUM	UNKOWN
Remanufacturing Experience and Cartridge Quality.	CAU has specialized in Inkjet Remanufacturing since 1997. We were voted #1 in Inkjet Quality by the readers of Recharger Magazine in August 2005.	Lost to CAU for Best Inkjet Quality Award
Accepted Cartridge Models	Most popular inkjet cartridges	Most popular inkjet cartridges
Turn Around Time	Cartridge is mailed back to the customer 3 to 5 days from the time we receive it.	10 Days Total
What happens if the customer's cartridge is not serviceable?	Customers get a free text-grade replacement cartridge and a \$3 rebate coupon on their next Ink-Wise mailer.	Customers get a voucher that allows them to send in 2 cartridge in the next Jetpak mailer.
What if the customer's cartridge is lost in the mail?	Customer will receive a free replacement cartridge if their cartridge is lost in the mail.	UNKOWN
Cartridge Failure Rate	2.5% average failure rate	UNKOWN
Manufacturer's Warranty	1 Year Warranty	180 Day Warranty
Cartridge Tracking	Customers can go to Ink-Wise.com to track their cartridge. OR they can go to their retailer's site to use an online tracking tool.	Customers can go to JetpakTracking.com to check the status of their cartridge.
Toll Free Help Line	YES. Customers can call the Ink-Wise Help Line 24 hours a day to speak to someone about their cartridge or mailer.	NO

Ink-Wise Order Form

Company			
Contact			
Address			
City			
State		Zip	
Phone			
Fax			
Email			
Comments			

INSTRUCTIONS:

1. Fill in your company and contact information.
2. Fill in the quantity next to the desired product option.
3. Fax your order to (989) 875-8127

Please enter the desired quantity next to each product:

QTY	Product	Dealer Price	Suggested Retail	Profit Per Unit
	Ink-Wise (Single Pack)	\$11.19	\$16.99	\$5.80
	Ink-Wise (2 Pack)	\$20.39	\$31.99	\$11.60

Fax your order to (989) 875-8127