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## **Lexmark launches ValuePrint Partner scheme for service dealers**

**~ Programme offers Lexmark print technology on pay-per-click model ~**

Lexmark is launching its ValuePrint Partner (VPP) programme in the UK to enable service dealers to offer Lexmark print technology.

The scheme will allow service dealers, who have traditionally focused on offerings from copier companies, to supply Lexmark's MFPs on a cost-per-page price plan. They will benefit from select prices on equipment, training from Lexmark professionals and other financial benefits.

Key benefits include:

- Exclusive discounts on Lexmark equipment
- A quarterly and annual rebate scheme tied in with objectives
- Tailored training courses for ValuePrint Partners' technicians (divided into online and hands-on)
- Access to a web portal, offering technical hotline for trouble-shooting, product information and pricing, marketing tools and the latest offers and promotions
- Individual project support from Lexmark sales representatives
- Further extended technical information provided by Lexmark

"We increasingly see the convergence of the print and copier markets," said Mark Seaman, Lexmark UK's SMB director. "This scheme is a response to this trend that opens up a new revenue stream for service dealers, while enabling Lexmark to open up a new market sector. We believe we're unique in offering rebates on both hardware and supplies for this click-charge model, and we're collaborating closely with our initial VPP partners to establish business plans."

"We see the pay-per-click model as a market that our traditional IT reseller base might move into over the next couple of years and are planning to offer them support to achieve this. In the meantime we're looking to establish relationships with six to ten service dealers with extensive fleet management experience, this year," added Seaman.

Further cost benefits are available, as VPP partners will be entitled to rebates on hardware and supplies on a quarterly and annual basis in line with individual business targets. In Lexmark's training scheme, resellers can appoint a technician, who will be trained in product-specific knowledge and will give extended technical information. Certified technicians will also have access to a technical hotline at all times and all personnel costs incurred will be reimbursed by Lexmark.

## NOTES TO EDITORS

### About Lexmark

Lexmark International, Inc. (NYSE: LXX) provides businesses and consumers in more than 150 countries with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2006, Lexmark reported \$5.1 billion in revenue and employed more than 13,000 people globally. Learn how Lexmark can help you get more done at [www.lexmark.com](http://www.lexmark.com).

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