

Connecting People, Ideas and Products in the Document Imaging Industry since 1994

# enx magazine

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## Device Data Security Update



Business Profile:

ESP

**Taking The Steps To Develop**  
A Document Data Security Practice

**QualPath Goes Back to Basics**  
To Better Sell Managed Print

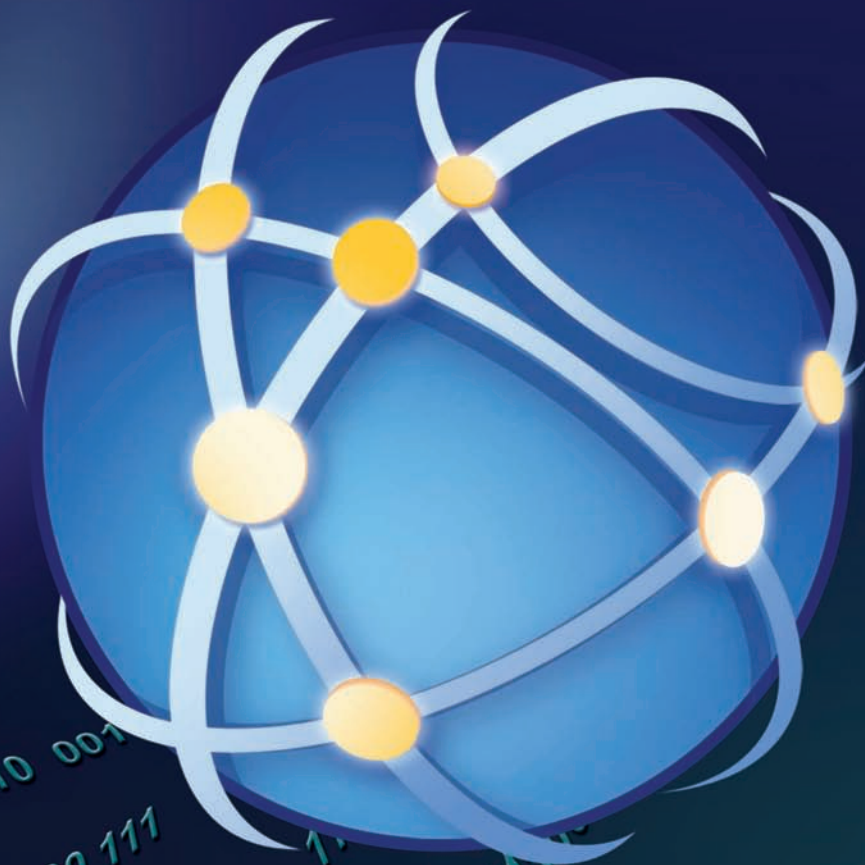
**Is Your Service Organization**  
Prepared For The New Year?

**Green Matters**  
Selling Footprints



Company On The Move:

ESHA Corp.



### ENX Magazine

PO Box 2240 Suite 729  
Toluca Lake, CA 91610-0240 USA  
tel: 818-505-0022  
fax: 818-505-9972  
email: [enx@pacbell.net](mailto:enx@pacbell.net)  
website: [www.enxmag.com](http://www.enxmag.com)

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## ESHA CORPORATION



**E**sha Corporation has a well established history and a strong reputation for delivering professional, dedicated service to resellers and distributors of OEM and compatible supplies for printers, copiers, faxes, and storage devices. Founded in 1989 by Falgun Kadakia, Esha is known for their personalized customer service.

"Through the years, much of our business growth has been generated by word of mouth," explains founding owner Falgun Kadakia. "New customers are usually gained when a former buyer or seller of wholesale office supplies changes employment. The old adage 'people do business with people they like' holds true."

Rajit Shah, CEO emphasizes, "Esha's corporate motto, your success is our business, is more than a clever saying. It is the foundation of the entire staff's knowledge that their number one responsibility is to take care of all their customer's needs. Each Esha employee understands the enormous trust extended to Esha each time an order is placed. The reseller is placing complete trust that Esha will accurately and quickly ship the needed product."

Esha Corporation is an authorized distributor of Hewlett-Packard printer supplies and storage media. Esha also has relationships with numerous technology manufacturers and distributors of printer, copier, fax and computer supplies and accessories. Esha represents leading manufacturers of impact and non-impact printer supplies, magnetic and optical data storage media, workstation accessories, power protection and traditional office products.

As an authorized distributor of several OEM's products, Esha is able to pass on the savings and spiffs of OEM sponsored reward programs and promotions directly to the resellers and dealers. These include OEM contest, rebates, giveaways, merchandise gift cards and other discounts on volume purchases. Marketing Manager Kim Lorenz encourages customers to "Sign-up at [www.eshacorp.com](http://www.eshacorp.com) to receive e-mail marketing announcements and direct mail offerings. The more our customers are informed about our specials offerings, the greater the savings and overall benefits they can receive."

Jessica Patel, Media Sales Manager reminds resellers and dealers that "Esha is your one

stop shop for storage media solutions. We offer tape drives from various manufacturers, tape labeling services, tape initialization, tape storage, tape cleaning services and data recovery. We explain to our customers how they can help protect their customer's information and also provide an additional product line for them to sell."

Esha's focus this past year was to gain new accounts and expand their inside sales team. They have the unique ability to meet the needs of small to medium sized value-added and inde-

pendent resellers

more efficiently and at a lower cost than larger wholesalers and anonymous internet sellers.

A perfect example of Esha's emphasis on partnering with the small to mid-size dealers is Chris Carroll's role as Director of HP Sales. He has in-depth knowledge and experience with Hewlett Packard products gained from his 21 years at Hewlett-Packard. "We know and understand the unique needs of the smaller reseller. We make sure our customers have access to the numerous HP sponsored offers, rebates and discounts."

Lance Frieday, Business Development Manager, also brings a wealth of experience to the Esha team. "My experience at Azerty and NEAMCO has been a huge asset when working with the small to medium size dealers. My industry expertise and reputation instills confidence to new dealers and resellers when partnering with Esha."

Ajay Chopra, Logistics Manager, has made substantial enhancements to the way Esha moves products. "Logistics management is the key to effective and efficient distribution. As a buyer and seller, freight cost and timely delivery can make or break the success of any business. Every member of the Esha staff understands the absolute importance of making sure each customer's order results in the correct product, being delivered in a timely manner, to the correct address."



Rajit Shah,  
CEO

- HP Approved Distributor for ink, toner and storage media
- OEM and Compatible Supplies
- Dell Premier Partner
- Copier and Fax supplies
- Full line of storage media products
- Blind Drop Ship program
- Marketing assistance for smaller resellers
- Flat rate shipping policy
- Dedicated sales support with coverage coast to coast



Esha has over 40,000 square feet of warehoused inventory strategically located in New Jersey and Florida, with plans to open facilities in Illinois and California in

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# AccuTek

Imaging Resource Inc.

Phone: (909) 628 8300  
 Fax: (909) 628-8533  
 Email:  
 sales@accutekimaging.com  
 AIM: chrisaccutek, johnzaccutek

www.accutekimaging.com

## Refurbished Printers

4 Q3942A HP 4345 **\$950**  
 4 Q3943A HP 4345X **\$1150**  
 4 Q3944A HP 4345XS **\$1799**  
 4 Q3945A HP 4345XM **\$1799**  
 4 CB426A HP M4345X **\$1650**  
 4 CB427A HP M4345XS **\$1950**  
 4 CB428A HP M4345XM **\$1950**

4 Q7517A HP 4730 **\$1950**  
 4 CB481A HP 4730F **\$2150**  
 4 CB483A HP 4730FM **\$2750**  
 4 CB482A HP 4730FSK **\$2750**  
 4 Q7942A HP 4700n **\$675**  
 4 Q7943A HP 4700dn **\$750**



HP CP2025N  
(CB494A) Refurb  
**\$225**

HP CP2025DN  
(CB495A) Refurb  
**\$245**



HP CM2320nf  
(CC436A) Refurb  
**\$500**

HP CM2320fxi  
(CC435A) Refurb  
**\$600**



New Printers  
HP P4015X  
(CB511A) NEW  
**\$1550**

HP P4015n  
(CB509A) NEW  
**\$1100**

Some Items also available in 220v



HP Preferred  
Partner

Sign up for resellers login at [www.accutekimaging.com](http://www.accutekimaging.com) and view other great prices. Ask Chris at [chrisk@accutekimaging.com](mailto:chrisk@accutekimaging.com)

**Maintenance Kits**  
 HP 4000 REFURB with Exchange **\$59**  
 HP 4100 REFURB with Exchange **\$79**  
 HP 4200 REFURB with Exchange **\$100**  
 HP 4200 NEW OEM no Exchange **\$195**  
 HP 4300 REFURB with Exchange **\$100**  
 HP 4300 NEW OEM no Exchange **\$235**  
 HP 4250 REFURB with Exchange **\$95**  
 HP 4250 NEW OEM no Exchange **\$255**  
 HP 4345 REFURB with Exchange **\$115**  
 HP P3005 REFURB with Exchange **\$115**  
 HP P3015 REFURB with Exchange **\$145**  
 HP P4015 NEW OEM no Exchange **\$263**  
 HP P4015 REFURB with Exchange **\$135**  
**Fusers**  
 HP P3005 NEW no Exchange **\$185**  
 HP P3015 NEW no Exchange **\$175**  
 HP 3600 REFURB with Exchange **\$115**  
 HP 4350 REFURB with Exchange **\$90**  
 HP 4200 REFURB with Exchange **\$80**  
 HP 4300 REFURB with Exchange **\$85**  
 HP P4015 REFURB with Exchange **\$125**  
 HP CP3525 REFURB with Exchange **\$155**  
 HP CP4025 REFURB with Exchange **\$185**

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## ESHA CORPORATION



2012 to facilitate fast delivery. Esha also partners with nationwide distribution centers that can quickly ship products throughout the USA to achieve 1-2 day arrivals.

Rajit Shah, Esha's CEO, has helped to create a very aggressive 2012 business plan. Resellers and dealers can look forward to new products and services including:

- The launch of Esha's new website [www.eshacorp.com](http://www.eshacorp.com) that will provide real time available inventory and customized pricing.
- Customers will have access to EDI and XML back office integration.
- Partnering with ecologically minded remanufacturers, Esha will launch their own extensive line of branded, private label supplies that will consistently provide superior quality and yield. This will also provide our resellers with the consistency of a branded product their endusers will know and trust.



• Esha will assist their resellers with premade and customizable designed marketing material appropriate for direct distribution by the resellers to dealers and endusers. Esha's experienced group of knowledgeable, reliable and friendly customer service professionals are truly dedicated to doing it right the first time. Esha's years in the supply business creates a firm foundation of contacts and relationships throughout the USA.

Since 1989, Esha's success has been built on the need to offer their resellers and dealers OEM and compatible quality office equipment supplies at extremely competitive pricing. Esha continues to earn the right to say -- **Your Success Is Our Business.**

\* Readers of this article are entitled to a \$25 gift card with \$250 minimum purchase. Please contact Esha directly with more details at 888-784-7843. ♦

### Esha Corporation

6 Alvin Court - East Brunswick, NJ 08816  
 800-551-ESHA • 888.784.7843 • 732-390-6424  
 Follow us! @EshaCorp • [www.eshacorp.com](http://www.eshacorp.com)  
[sales@eshacorp.com](mailto:sales@eshacorp.com)