

# imageSource

The Future of Document Technology

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## ORGANIZING THE **CHAOS** OF CHANGE

**PLUS**

HOW TO DEFINE A  
QUALIFIED CONSULTANT

DEVICES/GADGETS CAN  
GET AN IP ADDRESS

KEY DIFFERENCES  
BETWEEN DMS & ECM

# FOCUS ON ESHA CORPORATION

**E**sha Corporation is a leading wholesaler of toner, ink, and storage media that has been in business for over 20 years. Esha Corporation is an approved HP distributor (for toner, ink, and storage media), and offers other major manufacturers printing and imaging products & to resellers, etc. The company prides itself on its 3 tenets: service, price, and selection. Esha is committed to making their customers' business a success by offering excellent service, unmatched selection, and aggressive pricing.

Esha's focus is to gain new business and increase coverage in the USA. They are able to meet the needs of small-to-medium-sized dealers at a much lower cost than larger national distributors. Esha understands the landscape of the imaging and media supplies industry.

"Esha Corporation was founded in 1989, and I am very proud of the company that I have built," says owner and founder, Falgun Kadakia. "Many of our employees have been in the industry for just as long. Our expertise and small business-feel sets Esha apart from the other players in the industry."

Being in business for so long, Esha is able to offer competitive pricing to resellers across the US so that they can expand their business and become more successful.

Customers increasingly want their vendors to offer them more. Esha offers products, pricing, and services to make doing business as easy as possible, which is what makes Esha one of the most convenient and easiest companies to do business with. Esha offers a flat-fee shipping program, blind drop shipping for customers, and storage media tape labeling & initialization services.

Esha fulfills dealers and resellers' needs by providing a vast selection of the products they need. Esha stocks computer and printer consumable products from all major printing and imaging manufacturers. This includes laser toner cartridges, ink cartridges and printheads, backup tapes, and cleaning cartridges. The company also stocks maintenance parts including drums, fusers, rollers, and maintenance kits. If it happens that Esha does not have something in their warehouse, they can find it at the best possible price.

"My focus here at Esha is on the service we provide our customers," says CEO Rajit Shah. "We adopted the slogan 'Your Success is Our Business' because that is what is at the top of everyone's minds – from sales to logistics to accounting. We treat our customers well so they can do better in their own business. It is important to us that our customers are happy."

Esha is proud to be an approved reporting distributor for all HP supplies and storage media purchases through HP's Selling Advantage rebate program.



Sales Director Chris Carroll came to Esha from 20 years at Hewlett-Packard. "Customers buying from Esha are eligible for full benefits from all the HP-offered programs. It's a value-add that makes Esha a top choice when purchasing HP toner, ink, or storage media," says Carroll.

*"We know and understand the unique needs of the smaller reseller. We make sure our customers have access to the numerous manufacturer-sponsored offers, rebates and discounts."*

In addition to HP, Esha also carries Dell, Xerox, Lexmark, Brother, Canon, and many other leading brands.

Another aspect that sets Esha apart is their distributorship for storage media. Esha's storage media specialist, Jessica Patel, is a seasoned veteran in the storage media industry.

"The storage media business is slightly different than toner and ink, but can be very lucrative for our customers. I have helped many resellers find new opportunities for business by breaking into that market," says Patel.

Marketing Manager, Kim Lorenz, encourages customers to "Sign up on our website to receive e-mail marketing announcements and direct mail offerings. The more our customers are informed about our special offerings, the greater the savings and overall benefit they can receive."

With Esha, customers get a dedicated sales team ready and willing to handle orders quickly and efficiently. If you would like to become a customer, please call 800-551-ESHA (3742) to speak with a sales representative. For more detailed information about Esha please visit [www.eshacorp.com](http://www.eshacorp.com); follow them on Twitter @EshaCorp; or visit them at World Expo on July 18-19 in Las Vegas at Booth 828 (receive a free flash drive for stopping by).

**ESHA CORPORATION AT A GLANCE**

**Founded:** 1989

**Current Location:** East Brunswick, NJ with distribution centers across the country

**Management:** Falgun Kadakia, Founder; Rajit Shah, CEO

**Products:** Toner, Ink, and Storage Media

**Manufacturers:** HP, Dell, Xerox, Lexmark, Brother, Canon, Epson and more

**Why Esha? They are:**

- HP Approved Distributor
- Direct with Dell
- Wholesaler for OEM and compatible supplies
- Focus on small- to medium-sized resellers or dealers
- Unmatched service
- Low Prices
- Unbeatable Selection – all major brands
- Marketing assistance for smaller resellers