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OFFICE TECHNOLOGIES



CELEBRATING 30 YEARS

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CELEBRATING 30 YEARS OF OFFICE TECHNOLOGIES

By Kathy Hunt

Think about all the changes that have taken place in offices over the past 30 years. In the early 1990s, if you wanted to send or receive a document, you lined up for the fax machine where papers were scanned, transmitted through a phone line, and printed out by the recipient's fax.

When you had to make copies of paperwork, you joined the queue to use the company's mammoth, stand-alone copy machine. If you needed to print a document, you sent the file to a large, shared office printer, which, due to its hulking size, may have resided in its own special room. Had to mail business correspondence? There was a decent chance that you used an electric typewriter to address the envelope. Work activities that we now think of as routine — printing and copying on a personal desktop device, sharing electronic documents, and emailing business materials — were, at that time, merely rumors of things to come.

Greg Cavallo remembers those days well. In 1993, he founded Office Technologies to meet the needs of the changing office environment. Over the next 30 years, as technology advanced, so, too, did his business. Office Technologies has evolved to become a leading independent supplier of office imaging equipment and managed print services in Southeastern Pennsylvania.

MEETING THE NEEDS OF THE PRINTING REVOLUTION

In the 1990s, laser printers quickly became a must-have piece of office equipment. However, the cost to maintain the machine along with the high price of toner, had businesses looking for companies that could support their new office machines.

"Office Technologies was formed to service and support local business in their office printing" Cavallo said. "Not only was toner in short supply, but it could cost up to \$600 or \$700 to replace. The compatible or recycled toner industry was born as an alternative to high-priced cartridges and that's how I started in business. Office Technologies met the needs of the printing revolution," he said.



Office Technologies is located at
515 Farmington Avenue in Pottstown.



GREG CAVALLO

PHOTOS BY STYLISH IMAGES

*Cavallo and his son display past
Route 422 Business Advisors covers
for Office Technologies, the first
dating back to 2002.*



In terms of his involvement with the recycled toner cartridge industry, Cavallo sells compatible toner cartridges, which are lower in cost but not lower in quality than original equipment manufacturer (OEM) cartridges. Because they are part of the “reduce, reuse, recycle” approach to waste management, compatible cartridges have less of an environmental impact than OEMs.

For the first 10 years, Cavallo ran Office Technologies as a sole proprietorship, working with local businesses, schools, nonprofits, and hospitals, to help reduce their printing costs. Today, many of his original clients are still with him over these many years. “It gives me personal satisfaction to know that I have kept these relationships over the years. I grew to know my customers, their kids and even some grandkids.”

Office Technologies now has a service manager, service technician, two sales executives, an office manager, office staff and a operations manager on staff. Cavallo is the company’s president while his son, Greg Jr., serves as the operations manager.

“My son came to work for me about six years ago,” Cavallo said. “He had been a finance and accounting double-major at Temple University and worked in finance consulting for a few years after graduating. One day asked if he could join Office Technologies and help take it to the next level, and he really transformed the business.”

He added that Greg Jr. helped rebrand the company with a new logo, website, and online

presence. He established our Managed Print Services offering, built our infrastructure, and eventually entered Office Technologies fully into the copier side of the business. He’s become the “go to” person in the office. “Anything pertaining to the business — he’s the one with the answers. He’s my best asset,” Cavallo said.

From its headquarters at 515 Farmington Avenue in Pottstown, Office Technologies’ reach encompasses a 35-mile radius. It includes such cities and their surrounding suburbs as Lancaster, Exton, Reading, Allentown and the outskirts of Philadelphia.



GOING BEYOND THE ORIGINAL BUSINESS MODEL

As his business grew, Cavallo began to notice an increase in competition from big box stores and online sellers such as Staples and Amazon, both of which carry toner and other printing supplies. He quickly realized the need to distinguish himself from his rivals.

“What could I offer that an Amazon or a Staples couldn’t offer? That was service,” Cavallo said.

“If you buy the cartridge from me and I offer you service, if it’s not free, it’ll be at a discount. There are horror stories about people buying toner online. The cartridge explodes in their printer and they have no recourse. Having someone there, whom the customer trusts and knows, if anything happens, there’s a company that will stand behind the product. That really makes a difference,” he said.

As he began to plan his expansion into printer maintenance and service, a large supplier with whom he had worked went out of business. Four of that business’s employees joined Office Technologies, bringing not only knowledge and experience but also clients with them. Cavallo said that the new office staff consisted of “a great mix of people” and Office Technologies became both busy and influential in the toner business.

Office Technologies’ customers buy their printing supplies either contractually or transactionally. Generally, smaller companies that have fewer printer and/or copier demands follow the transactional route and are billed for toner as they need it. Accounts that do larger volumes of printing often opt for a Managed Print Services agreement where they are billed an all-inclusive monthly rate based on the print volume of their environment. They are also provided with maintenance and repairs. Depending on the contract, repair service is often provided within four hours of the customer’s call.

(Continued on page 8)

Amy Daniels, Office Manager (Sitting), Tammy Sucolowski, Sales Executive (left), and Lori Hunsberger, Office Staff (right), are key members to Office Technologies success.



As an authorized dealer and service center of Hewlett Packard (HP) equipment and supplies, Office Technologies offers the HP OEM Advantage+ Program. With this plan, customers can save up to 30 percent on HP OEM print supplies and avoid manufacturer price increases for up to five years. They may also receive automatic shipments of toner and free print volume reports. These reports help business owners analyze their printing uses and expenses and, subsequently, reduce costs and improve productivity.

Additionally, Office Technologies has its own managed print services, which feature preventative printer maintenance, automated supply fulfillment, and such cost saving measures as print fleet optimization and print usage tracking. With fleet optimization, Office Technologies analyzes print workflow to determine which hardware is best suited for high-volume work areas. There's no need to have a fast, powerful, and pricey printer in a department that only makes a few prints per day. Print usage tracking allows business owners to determine who prints most often and what cost reductions can be put in place. As the company's website states, through print usage tracking, businesses can "understand print costs like never before."

THE GAME CHANGER KNOWN AS COVID

In 2019, Office Technologies experienced its best financial year ever. Unfortunately, the sense of accomplishment and joy that success brings would be short-lived.

"As I was riding this wave, COVID hit and that changed everything," Cavallo said. "No one was in the office. I didn't know if I could keep my employees or if I had to lay them off. I wasn't sure if I was an essential business or not. Then the government offered PPP loans and everyone started scrambling. There were so many unknowns. It was a scary and frustrating time to be a business owner."

Prior to COVID, Cavallo's business had depended upon people being in a workspace where they utilized office equipment. However, starting in March 2020, almost everyone in the country began working from their homes. Instead of printing and copying paperwork, people turned to electronic scanning and digitized documents that they shared through email.

When the work environment transformed almost overnight, Office Technologies switched gears as well. "We immediately reached out to our customers, many of whom were creating small offices

in their homes, and scrambled to piece together what they would need — PCs, laptops, printers," Cavallo said. "During that time, as people bought everything online, we realized that there might not ever be face-to-face selling again. So, we created an online store for our customers and started marketing the new Work-From-Home market."

Located in the upper right corner of the Office Technologies' website — myofficetechnologies.com — the 'shop' button enables customers to browse through thousands of different products. They can search for PCs, laptops, tablets, keyboards, web cams, scanners, and wide or large format printers from such office technology titans as HP, Xerox, Epson, and Kyocera. They can also acquire multifunction printers (MFPs), which deliver copy, print, scanning, and email capabilities all in one machine.

As an independent dealer, Cavallo sells an array of brands and equipment, giving customers choice and the chance to have their specific office needs met. Office Technologies is an authorized service center for Epson, HP, Brother, and Xerox equipment. Customers will feel assured that Cavallo's technicians know how to properly maintain and repair their machines.

PLATINUM DEALER OF EPSON PRODUCTS

In 2019, Cavallo was introduced to a new, industry-changing, business inkjet technology by Epson. Office Technologies had always sold against inkjet technology, as it was known as a less reliable and cost-ineffective way to print. Inkjet machines were widely known as 'throw-away' printers, but this was different. Epson introduced 100 page-per-minute color copier powered by its PrecisionCore Heat-Free InkJet Printhead that started to change that perception. Epson machines enable organizations to save time with consistent, high-speed printing, lower power consumption by up to 70%, reduce downtime due to less moving part compared to laser, and unlock the power of affordable color printing.

The Cavallo's immediately saw the several benefits to the new technology and Office Technologies become an Epson Business First Platinum dealer, Epson's highest level of dealership. Epson enabled Office Technologies to go-to-market with new sustainable technology, completely different from its competitors with the tagline — Simple, Smart, & Clean.

The new Epson technology uses a fraction of the parts of a traditional laser printer. The traditional laser printer's

As a Platinum dealer Office Technologies is authorized to sell Epson's award winner Workforce Enterprise business inkjet machines.



printing process is very complex. A color laser printer requires four imaging drums, four developers, a transfer belt, and a fuser. Heat and electricity is required throughout the entire printing process. Epson's PrecisionCore Technology removes the need for all those parts completely. The benefit is less components to break down and more uptime for users. Cavallo describes "The Epson product line requires so many fewer parts and our clients are experiencing less service calls than they had with their previous machines. It's been a win-win for Office Technologies and our clients."

Sustainability has become a growing topic of conversation for organizations of all sizes. The Epson PrecisionCore technology delivers affordable color with much lower power consumption, requires fewer physical parts to operate, and reduces the amount of intervention required. Cavallo sees InkJet Technology in the business machine industry similarly to the rise of electric cars in the automotive industry. "Think of the Epson machine as the Tesla of the copier industry. It's an

improved, more sustainable technology. It has about a third of the moving parts of a traditional copier. The copier has many consumables all of which wear out over time and which the user has to pay to replace. Not only that, printer consumables are horrible for the environment. They contain toxic metals and end up in our landfills," Cavallo said.

Once the cartridges go to a landfill, they take between 450 and 1,000 years to decompose. Each year, roughly 375 million cartridges end up in landfills.

Whether you're interested in obtaining printer, copier, or other office technologies from such trusted brands as Epson, HP, or Kyocera or you want to discuss what equipment or service plan would best suit your office needs, contact Greg Cavallo and his team at Office Technologies. They utilize 30 years of experience and expertise "to exceed our customer's expectations by providing the best business solutions in the imaging industry through state-of-the-art technology, knowledgeable salespeople, and unmatched service and support."

For additional information about the company's products and services, visit its website, www.myofficetechnologies.com, or call 610.326.4700. Located at 515 Farmington Avenue in Pottstown, Office Technologies is open Monday through Friday, from 8:30 AM to 4:30 PM.



Dave Kimberling , (in truck) Service Technician and Mike Franklin Service Manager help load a new copier for installation at a customer site.