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**- NEWS BULLETIN -**

**Lexmark launches new Channel strategy for 2006**

**Lexmark International**, the printer manufacturer, today kicked off the New Year with the launch of a new approach towards its UK channel partners. This new strategy, which follows the appointment of Mark Seaman as UK SMB Director in October last year, will involve greater clarity in Lexmark's channel programme as well as a renewed commitment to meeting the needs of its channel partners.

Lexmark's new channel strategy will comprise:

- Quarterly promotions planning
- An easier claims process for promotions
- A new telesales agency

**Lexmark Channel Promotions**

To make it easier for partners to do business with Lexmark, channel promotions will now be announced on a quarterly basis enabling resellers to better plan their business. This will enable resellers to take advantage of the marketing collateral provided by Lexmark at the launch of each promotion offer. Web banners, tailored flyers and images are available for resellers to use in their marketing to ensure they can maximise the opportunities for sales on the back of these promotional offers – and fast.

The Q1 2006 promotional programme will have an umbrella theme – Colour Therapy. Lexmark has a colour laser to suit all requirements, so customers can relax in the knowledge that there is a solution for all. The promotions include:

1. The Lexmark C522n for just £200. Through this compelling end user customer cash back offer, Lexmark ensures resellers gain both greater margin on colour laser sales and meet their customers' colour needs. The offer is £150 cash back for end user customers. One major advantage of this offer to the Channel is that margin is retained, and the process is simple. Customers simply download the claim form from either their reseller or Lexmark's website, and claim the money to

get a 20ppm network laser for under £200. This promotion will run until the 14<sup>th</sup> April.

2. T64xn + free iPod nano. From 1st February to 30<sup>th</sup> April, partners will have the opportunity to get a free iPod nano with the sale of every networked model of Lexmark's flagship range of workgroup mono lasers.

## **Telesales**

In order to ensure the best levels of support for partners, Lexmark placed its telesales business to tender before Christmas. GCL has since been appointed to build and increase the Lexmark reseller community. Claire Sampson will be leading the telesales team. Claire has just recently joined the SMB team returning from a four year assignment in the EMEA headquarters in Paris where she developed a Pan-European sales and marketing strategy for resellers within Lexmark's services environment.

"We have taken onboard feedback from our Channel partners and implemented changes to the programme which we feel now best meets their needs," said Mark Seaman, SMB Director, Lexmark UK. "Through these enhancements to the programme, we hope resellers will find it much easier to do business with us and understand our total commitment to the channel."

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### **About Lexmark**

Lexmark International, Inc. makes it easier for businesses and consumers to move information between the digital and paper worlds. Since its inception in 1991, Lexmark has become a leading developer, manufacturer and supplier of printing and imaging solutions for customers in more than 150 countries. Lexmark reported \$5.3 billion in revenue in 2004, and can be found on the Internet at [www.lexmark.com](http://www.lexmark.com).

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### **C522n**

The Lexmark C522n delivers an exceptional combination of price, performance, quality and easy of use. With print speeds of up to 20 pages per minute and a low price point, the C522n is a versatile, budget-friendly alternative for customers who are eager to expand their colour printing capabilities with fast colour output, while also managing print costs.

**T64x**

Launched in October 2005, the Lexmark T64x family of printers combines the power and versatility of high performance mono laser printers with the business-enhancing solutions that previously were found only on higher priced multifunction devices.