

Lexmark Partner News

Bimonthly Newsletter for Lexmark Business Partners



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The Success of Color

Take part in Lexmark's color promotion! With savings up to 25 percent on selected Lexmark color lasers, this is the right time to introduce Lexmark color to your customers. The promotion runs from March through May. Attached below are links to the Lexmark Color Mini-site where you can learn more. Also attached below is a link to get marketing materials to share with your customers.



Sign up for a webinar for more information.

- [Click here for dates and times and to register.](#)
- [Click here for more information on Lexmark Color.](#)
- [Click here for promotional marketing materials.](#)

Lexmark MFPs named CRN Channel Champions

Lexmark's multifunction products are tops in the channel, according to an annual CRN survey of solution providers. Lexmark was named a 2008 CRN Channel Champion in the MFP category of this year's survey. The awards were handed at CMP's annual XChange Solution Provider conference in Los Angeles, Calif. earlier this month.



The CRN Channel Champions study measures overall solution provider perceptions of vendor products and services. The survey rated more than 100 vendors in 29 key product and service categories. CRN is a CMP Channel publication for solution providers and value-added resellers.

"We know Lexmark's MFPs offer unbeatable quality and value to the reseller community, and it's rewarding to receive this recognition," said Sharon Brindley, vice president, U.S. business channels and SMB. "Our broad, award-winning product line, combined with our wide range of workflow solutions, continues to open the door to new business customers in the channel."

CRN will feature the 2008 Channel Champions in its April 28 issue.

Sell Lexmark printers, we'll plant a tree

Our dealers make a difference every day. To strengthen the quality of life for those around us, Lexmark will plant a tree for each laser printer or laser multifunction printer sold through our reseller partners during April 2008. All laser products are eligible. So, sell the printers, and we'll plant the trees. Thinking green adds up for everyone.



In the Spotlight

AgVantage – Integrating with Lexmark



AgVantage, a supplier of software packages to customers in the agriculture industry, has been a Lexmark partner for almost six years. AgVantage customers began using Lexmark products because of compatibility with IBM System i, a key solution used in the industry.

"Lexmark provides a great, reliable printing solution for our customers, providing them with good results," said Brad Belcher, systems analyst and hardware technician for AgVantage.

In the past, AgVantage customers needed to use pre-printed forms fed through dot matrix printers. Now, with Lexmark laser printers, customers are able to print on demand – on plain paper. This process eliminates the need and expense of pre-printed forms, minimizes the amount of forms storage required, and helps ensure that information is accurate and up-to-date.

"Our customers have seen their productivity increase by using Lexmark products," said Belcher.

[Click here to see AgVantage's website.](#)

Did You Know?

Lexmark X94x series and X85x series awarded Better Buys for Business Editor's Choice award, 2008

