



Cartridge World

Cartridge World Oman














Cartridge World

www.cartridgeworld.com

Table of Contents



-  What is Cartridge World?
-  Our History
-  Cartridge World – Oman
-  Business Model
-  Cost Savings
-  Quality
-  Services
-  How recycling helps save the environment
-  Delivery
-  Our Portfolio
-  Contact Information




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What is Cartridge World?



 **Cartridge World** is one of the fastest growing franchise in the world. We are present in more than 52 countries with a total of over 1600 stores all over the globe. We are also the **world leader** in printer cartridge refilling and recycling.

 **Cartridge World** is backed by over 20 years experience since 1989 specializing in printer cartridges and providing quality pre-filled and re-filled ink and toner cartridges for Printers, fax and photocopiers.

 We offer consistent quality you can trust and Guarantees 100% *Satisfaction*.



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We also offer high quality replacement cartridges, papers, and supplies.

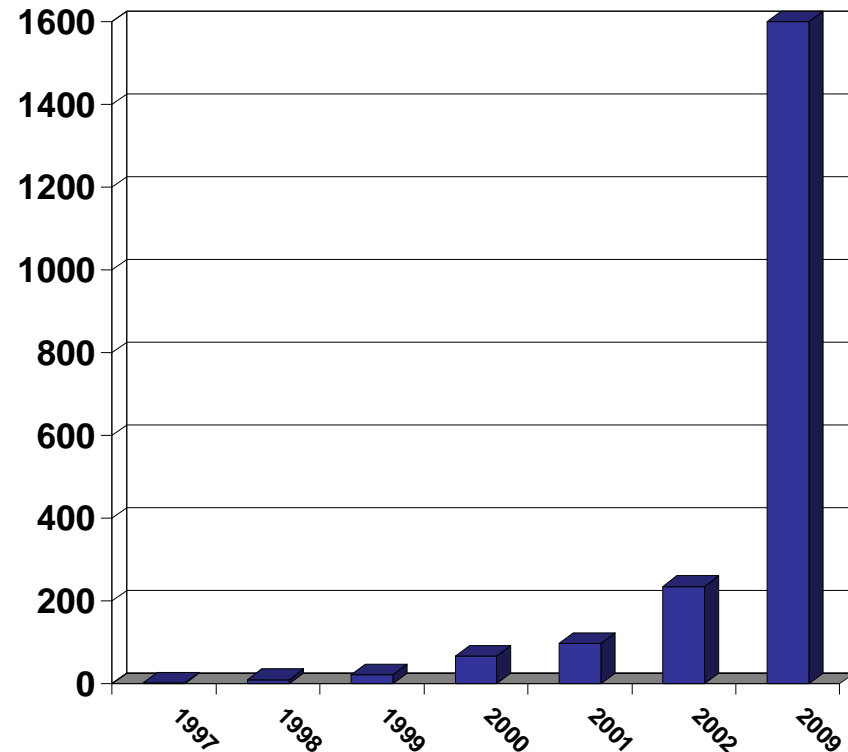


Cartridge World operate out of small, strategically located retail stores – *at the heart of the every community.*



At **Cartridge World** you can expect our commitment to quality, dedication to service and passion for protecting the environment.

Cartridge World Stores Open



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Our History



Cartridge World was founded in 1987 in Adelaide, South Australia.



Cartridge World began Franchising in 1997.



Our mission, is to provide the best sales and service package on the supply of consumables and printers, and provide information to the consumer on the benefits of recycling.



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Cartridge World Oman



In the Middle East, **Cartridge World's** first franchise venture laid the foundation of what is now **Cartridge World – Oman**.



Cartridge World - Oman's, the ***first branch to open in the Gulf***, opened it's first outlet in Al Harthy Complex, Qurum, on the 24th of April 2005. This outlet has now been relocated to Al Wadi Commercial Centre, Qurum.



Cartridge World – Oman is owned and operated by *Mohamed Juma Sultan Company, LLC*, backed by professional and committed staff, in accordance with the vision and passion that **Cartridge World** represents.



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👤 Owing to it's professional staff, excellent customer service and over two years of track record, **Cartridge World – Oman** have expanded its operations by opening *Cartridge World Service Center in Ruwi with the Al Wadi center branch in Qurum*. This is all in line with our desire to better serve our now ever-expanding customer base.

👤 We are successfully remanufacturing **Black / Color Laser Cartridges and Ink Cartridges** of major brands.



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Cartridge World is participating in **COMEX 2007**, as a silver sponsor, with the aim in mind to educate the people to understand the benefits and reap in the rewards to be gained from refilling their empty cartridges



In addition to being environment friendly, **Cartridge World** and recycling cartridges also creates jobs locally as the process is done in the place that the store is located.



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Business Model



- 🛒 Refill cartridges for savings of upto 50% over the cost of new.
- 🛒 ***While-you-wait service*** is available for many products and services.
- 🛒 Pick up and delivery service available (*available for Corporate Clients only*).
- 🛒 All our products and services are **100% Guaranteed**.
- 🛒 Fast, friendly, efficient and professional customer service.



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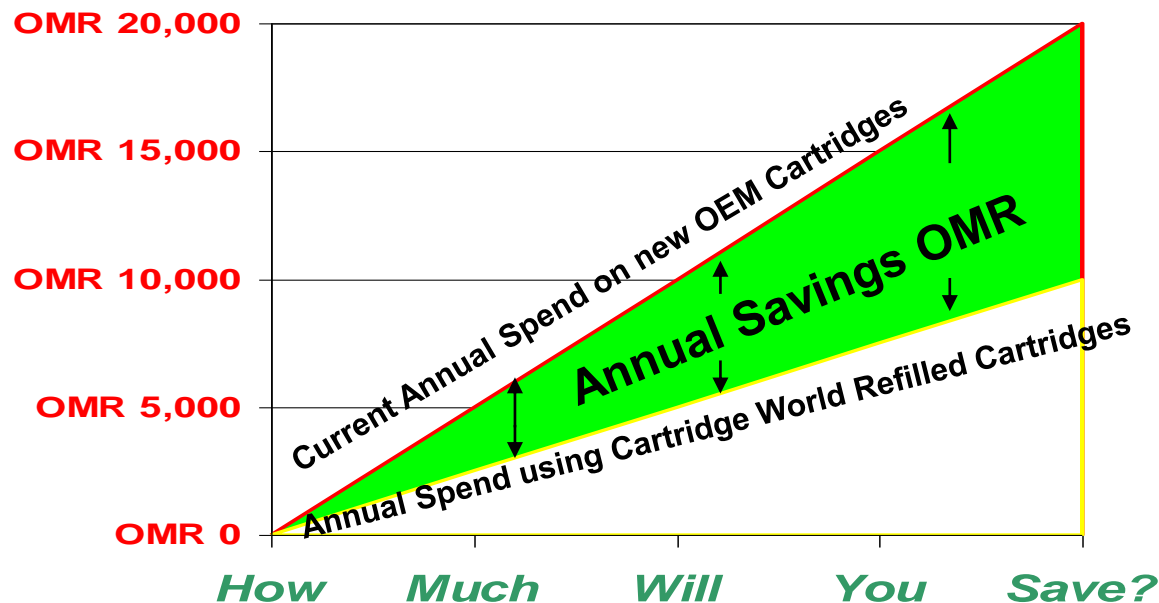
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Cost Savings



Customers save upto 50% on the cost of a new OEM cartridge.

- Example: A Small Business with 3 HP Laser Printers and 5 HP Inkjet printers can easily spend R.O.450 per year on new OEM cartridges. This can be cut in half, to R.O.225, by using Cartridge World Remanufactured Cartridges.



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100% Guarantee on all Products and Services.

- We use only the best available replacement parts and supplies.
- Best Known Methods, drawing upon 16 years of knowledge and experience are used at each store, and updated electronically.
- Ink cartridges can be stored for 2 months and laser toners upto 6 months under normal temperature.



Printer warranty will NOT be compromised by using Cartridge World remanufactured products.

- *"We consciously make sure that our cartridges are reusable and refillable"*
Pradeep Jotwani – VP Printer Supplies for HP.



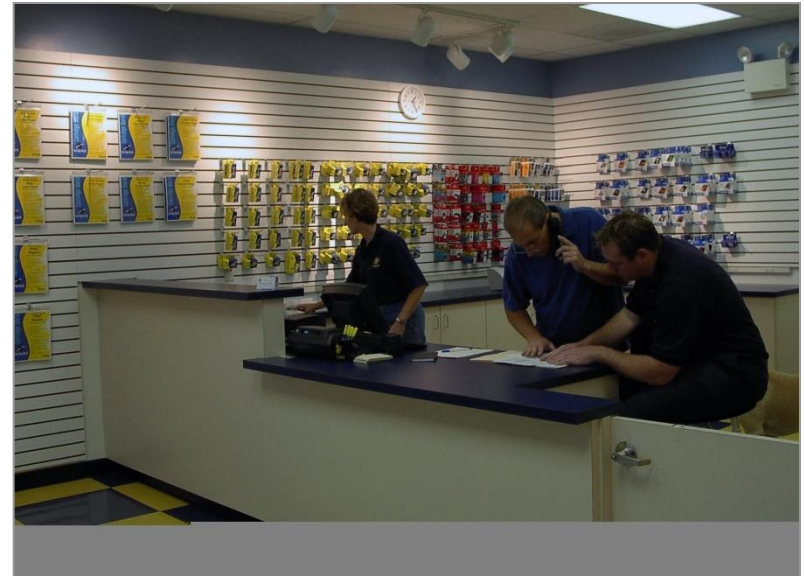
Magnussen-Moss Act guarantees the consumer's right to recycle their printer cartridges.



Service



- Local Business owner, not a faceless telephone salesperson's voice or unknown website.
- While-You-Wait service in many cases.
- Free Expert Advice.
- Growing network of stores in your area.
- Local and National Technical Support.
- International R&D group.



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How recycling help save the environment



- 🖨️ Hundreds of millions of cartridges are thrown in the trash each year.
- 🖨️ A laser cartridge thrown into landfill can take up to 450 years to decompose.
- 🖨️ Producing just one toner cartridge takes about 3 liters (or about a gallon) of oil.
- 🖨️ By bringing your empty cartridge to Cartridge World to be refilled, you will know that you are actively preserving Earth's valuable natural resources.
- 🖨️ As well as being environmentally responsible, recycling cartridges also creates jobs. Our cartridges are locally, refilled or remanufactured on site, supporting your local community (compared to new cartridges which are mass produced overseas and sold by local dealers)






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Delivery



-  Pick-up and Delivery service available (*available for Corporate Clients only*).
-  Convenient “drop-boxes” can be provided for your business.
-  Saves you time (and even more money) by keeping your most valuable resource – your people – in the office.



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- Ministry of Health
- Bank of Beirut
- Sultan Centre
- Vision Insurance
- Oman Dry Dock
- Al Magrabi Eye Centre
- National Finance



We're Ready to Serve You!



Contact information:

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Or Visit us at:

www.cartridgeworld.com



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CUSTOMERS



Al Ahli Bank

VISION INSURANCE SAOC



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CUSTOMERS



ABDULLA MUKUDAM CONSTRUCTION

ELECTRICITY HOLDING Co. SAOC



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CUSTOMERS



OUA TRAVEL



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CUSTOMERS



COSTA COFFEE



CUSTOMERS



GULF PROPERTY WORLD



UNITED POWER COMPANY



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THE GREEN CHAMPION



REDUCE, REUSE, RECYCLE



DESCRIPTION OF PROJECT



Printer Cartridges are one of the leading contributors of contamination and runoff in our nation's landfills. Cartridge World is committed to the highest environmental standards in its own right, seeking to minimize material Waste , through Recycling.



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Our Goals

- ❖ Cartridge World Oman is providing consumers and businesses In Oman with an alternative to reduce the impact of millions of cartridges that are thrown away and that end up in Landfills of Oman each year.
- ❖ By making this choice, Cartridge World Oman is helping to protect the future of our Environment. This proactive solution to waste reduction is a win / win for consumers, entrepreneurs and the environment. Every Cartridge Recycled by Cartridge World Oman means One less Cartridge in the Landfill of Oman.
- ❖ Recycling cartridges in Oman is environmentally friendly and you can feel good about supporting sustainable development for the planet's limited natural resources and not adding to our already overloaded landfills of Oman.
- ❖ With our continued commitment to Recycle Printer Cartridges we look forward to the day when Recycling Printer Cartridges, is as common as separating waste material in our homes for the Recycle Bins.
- ❖ Our vision is to provide our customers with superior pricing and products. We also provide the best sales and service package on the supply of consumables along with providing information on the benefits of recycling.



How We Measured our success



- ❖ Cartridge World Oman has successfully completed more than 4 years of its operations in the Sultanate of Oman. At Cartridge World we have a unique business model that will not only help Companies to save money and recycle, but instill in them to Recycle their Cartridges with us. Since our operation from April 2005 we have positioned our company as the No 1 Company in the business of Recycling Printer Cartridges in Oman.
- ❖ The Head Office of Cartridge World Oman is located in the Prime Business District in C.B. D. Area. We also have a showroom located at Prime Commercial Area in Qurum (Al Wadi Commerical Center) for Recycling Ink Cartridges. We have a Manufacturing Unit for Recycling Laser Toner Cartridges and a Warehouse in Ruwi to serve our large client base. Our Customer portfolio includes Ministries, Banks, Real Estate & Construction Companies, Embassies, Private Universities, Power Companies, Finance Companies, Investment and Securities Companies, Home Users and many more organizations.



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- ❖ Our company has been at the forefront in Oman in cultivating a habit for Recycling and collected Tons of Electronic Waste for proper Recycling.
- ❖ Our laser products are locally re-manufactured and are 100 % guaranteed within the OEM (Original Equipment Manufacturer) stated warranty. Based on the service cycle, the appropriate parts are replaced with new parts. Great care is taken to ensure proper assembly and 100% TEST PRINTS prior to delivery .Our products carry a 100 % MONEY BACK GUARANTEE including PRINTER WARRANTY and operate within the OEM Warranty.



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Our Innovative Methods, Strategies or Ideas Applied.

- ❖ **Cartridge World Oman has tied up with PEIE (Public Establishment of Industrial Estates) Rusayl to use the Omani Logo** , since the Cartridges were Remanufactured locally in Oman. In brief Origin Oman products offers every Oman – based resident an opportunity to help promote the Sultanate's products and services and by doing so helps create employment opportunities ,stimulate the national economy and reduce carbon emissions.
- ❖ Remanufacturing Cartridges locally supports the local community by creating more job opportunities.
- ❖ Cartridge World has been successful in placing Recycling Bins and encouraged Recycling Habits.
- ❖ Cartridge World is providing Printing Tips for an Environment Friendly Office.



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- ❖ Cartridge World has been educating Recycling Habits by placing Advertisements in leading Newspapers and Magazines both English and Arabic and thereby lessening the amount of cartridges ending up in the Landfill of Oman.
- ❖ Cartridge World also participated in the COMEX 2007 and was the Silver Sponsor for the EVENT.
- ❖ Cartridge World participated in the Smart Manufacturing Conference held by PEIE in November 2008.
- ❖ Cartridge World provides a program to help customers easily identify environmental issues, products and services with the environment in mind.
- ❖ Avoid land filling with a goal of zero-landfill waste



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How has the project / initiative / work motivated others to contribute to a greener Oman.

- ❖ Cartridge World has initiated the importance of recycling which is not only beneficial for the earth but also for the businesses they secure better relations with the consumers over the matter of saving the Environment. They also spend less on production costs and the consumers will pay less for the goods which will encourage purchasing local remanufactured products .Consumers want to support companies that have a positive influence in society and that can be respected for reasons of morality. Cartridge World and its customers work together as they combine the importance of recycling and truly make a difference to the Earth's health.
- ❖ Cartridge World has added more than 1000 Corporate Customers in its portfolio.
- ❖ Recycling along with reducing consumption is our best means to counter the damage to the Environment of Oman. The importance of recycling is now held in such a high regard, even famous personalities in Oman are taking up the plight.
- ❖ Cartridge world is committed in reducing the warming as to how to recycle every cartridge instead of turning it into unusable waste.



Today many companies and individuals are improving their recycling habits by signing up with Cartridge World to reduce what they use. Cartridge World Oman has initiated 6 Steps with its customers to Start Recycling their printer Cartridges.

1. Analyse their Waste (Toners / Cartridges)
2. Separate the Recyclables (Toners / Cartridges)
3. Find a Waste Carrier (providing Bins to customers for keeping the Empties)
4. Monitor and Record (Toners/ Cartridges)
5. Motivate the customers Staff educate and involve everyone within the organization and explain its importance.
6. Attract Environmentally conscious customers.



ORIGINALITY AND LEADERSHIP



Cartridge World and its Leaders are committed to the ZERO WASTE Program Principles.

- ❖ **Commitment to the Triple Bottom Line** : Meeting social, environmental and economic standards.
- ❖ **Use Precautionary Principle** : Prevent harm by demonstrating safety before the fact rather than after.
- ❖ **Prevent Pollution and Reduce Waste** : Revise policies and systems to conserve natural resources.
- ❖ **Highest & Best use** : Recover the highest value of materials from waste products.
- ❖ **Economic Incentives** : Offer financial benefits to encourage the elimination of waste.



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- ❖ **Products or Services Are not Wasteful or Toxic:** Eliminate harmful goods, regularly evaluate performance.
- ❖ **Producer Responsibility :** Companies and Suppliers are financially or physically responsible for all goods.
- ❖ **Buy Reused, Recycled Products:** Use Recycled content in every aspect of operations of the business.
- ❖ **Bins :**By providing Bins for keeping the Empty Cartridges.
- ❖ “ The Zero Waste Business Principles adopted by Cartridge World Oman and its leaders were adopted to set a high bar for evaluating how committed its business is towards waste reduction , resource efficiency and producer responsibility”
- ❖ These principles establish criteria by which workers, investors, customers, suppliers, policymakers and the general public can assess the efficiency of Cartridge World Oman.



How Sustainable is the Initiative Carried Out ?

- ❖ Cartridge World Oman has successfully completed more than 4 years of its operations in Oman. It has sustained all market forces and competitors and positioned itself today as the No 1 Company in the Business of Recycling both Ink / Laser Toner Cartridges in Oman.
- ❖ Cartridge World Oman is shortly planning big future Expansions by opening more Stores across Oman.
- ❖ Cartridge World Oman is offering Incentives to consumers who participate in their Ink and Toner Recycling Program.
- ❖ Until 2009 Cartridge World Oman has Recycled more than 50,000 Cartridges and they hope that they can hit the 1 Million mark soon with the support from Environment Societies ,NGO"S, Ministries, Public and Private Sectors.



HOW IT WILL BE EFFECTIVE IN THE LONG TERM.



- ❖ Experts at Cartridge World estimate that almost Millions of cartridges end up in landfills of Oman each year. These include laser toners as well as others. This staggering number has an adverse effect on the Environment of Oman, as well as the economics of the situation of buying cartridges.
- ❖ Cartridge World Oman suggests the below pointers as to how Recycling will benefit Oman.
- ❖ **Recycling is a good Idea:** Surveys conducted suggest almost ninety percent of cartridges are thrown into the trash after the inks gets over. Moreover the quantity of cartridges that are ending up in landfills is increasing at the rate of ten percent every year. This is owing to the increasing use of printers for documentation purposes. Also with regards to production , laser toner cartridges require almost $\frac{3}{4}$ of a gallon to be manufactured. Most discarded cartridges have some remnants of printer ink cartridges that can easily seep into the ground causing widespread soil damage.
- ❖ As can be imagined it will have a disastrous effect on the environment and thus every effort should be made to recycle cartridges in one way or the other. For all the reasons listed above recycling inkjet and laser toners, seems like such a good idea.



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- ❖ **Economic Benefits to Recycling** : Apart from all the environmental benefits associated with recycling inkjet cartridges. The biggest benefits will be in terms of prices. Take the scenario, wherein, a minimal amount of ink cartridges are being thrown away, while a majority of them are being recycled. The prices of cartridges will definitely go down. If consumers recycle or reuse their Laser Toner Cartridges then they will definitely derive a long term benefit from it.
- ❖ **Lots of Options** : The consumers in Oman if they are exploring the options of recycling or laser cartridges and do not want to throw them away, then they have an option of handing over to the Cartridge World Stores in Oman. Many a times, consumers can be offered a few schemes that can be promoted along with the Environment Associations, NGO'S to offer them something in exchange for their inkjet or laser toners cartridges.




❖ **Importance of the Process** The greatest thing that Cartridge World Oman and the consumers will be doing a service to the Environment . The fact of the matter is that there are numerous alternatives that will be available before the consumers think about throwing away their cartridges. There will be always be somebody out there who will be .. willing to accept consumers cartridges and get them recycled for others. The importance of this process cannot be denied.



Documents :-Awards





INTERNATIONAL STAR AWARD FOR QUALITY

34th International Star for Quality Convention GENEVA October 25-26, 2009
B.I.D. - 23 YEARS OF QUALITY CULTURE RECOGNITION WORLDWIDE

Jose E. Prieto
PRESIDENT AND CEO OF
BUSINESS INITIATIVE DIRECTIONS

AND

Dayle L. Fickling
PRESIDENT AND CEO
OF IMARPRESS

take great pleasure in informing
CARTRIDGE WORLD
that it has been awarded the

GOLD CATEGORY
GENEVA 2009

INTERNATIONAL STAR AWARD FOR QUALITY

INTERNATIONAL QUALITY CONVENTION

The Gala Dinner and Awards Ceremony will take place at
the Intercontinental Convention Hall in Geneva, Switzerland
INTERCONTINENTAL GENEVE HOTEL (7-9 CHEMIN DU PETIT-SACONNEX, CH-1211 GENEVE 19)
DATE: MONDAY, OCTOBER 26, 2009, TIME: 18:30

The B.I.D. award has appeared in previous years on Television and in various media focus on all continents.
The event will be attended by members of the diplomatic corps and international businessmen, professionals in economy and the arts, members of the press, and experts in public relations and television.

Useful information about the GENEVA Quality Convention

Regulations of the ISAQ Award

Articles of the International Star for Quality Award regulations. Complete information: www.bid-star.com

Definition of the award:
The International Star Award for Quality (ISAQ) of Business Initiative Directions (B.I.D.) is presented in recognition of those companies or organizations in different countries throughout the world that further their reputation and position by implementing and promoting quality culture.

Article 1
The award recognizes and encourages the contribution of companies and organizations to quality, continuous improvement and customer satisfaction as well as improving relations with employees, suppliers and all those associated with the company.

Article 8
The jury which designates the companies awarded will be formed by the leaders of those companies having received the award in previous years for their merits and contributions to quality and excellence in those companies which they direct.

Article 10
Any speech or presentation must be recorded in Geneva in a multimedia format during the period of October 21 to 25 upon previous confirmation and appointment made with the commission at B.I.D. headquarters prior to the date established.

Article 11
From 12 noon on the day of the awards presentation until 12 noon of the following day, all of the official activities of the International Quality Convention will be covered by B.I.D. accredited videographers and photographers.

Delegation of the awarded company:
B.I.D. presents the award in Geneva to the owner, CEO, president, or general director of the awarded company who may be accompanied by persons related to the awarded company. B.I.D. will provide support for visa application for up to two of the highest-ranking persons of the delegation.

Visas to travel to Geneva, Switzerland:
Important: The company representatives who will receive the award in Geneva must apply for a visa in the nearest Swiss Consulate or Embassy as soon as possible. Obtaining a valid visa for travel to Switzerland to attend the Convention is the sole responsibility of your company representatives before the Swiss authorities. You should contact the Embassy in advance for an appointment for an interview. If you hold a valid Schengen visa for another country you can use it to travel to Switzerland.

Videos and photographic sessions (please consult):
Specialized media companies and independent press agencies will cover a variety of different aspects of the convention, which will include attendees and the awards presentation. If your company is interested in obtaining a recorded film covering the most important scenes of your company representative's participation in the ceremony, you must contact B.I.D. before October 25.

B.I.D. worldwide:
B.I.D. Business Initiative Directions has awarded companies and professionals from 178 countries since 1986. Every year, the mass media broadcasts the news item concerning the Convention to the benefit of award winners and the companies which they represent. B.I.D. organizes events and publishes newspapers, books, magazines and television in English, Spanish, French, Portuguese and Russian. The focus is on company policy in the areas of quality, national and international commerce, new products, and financial resources in industry and the service sector. B.I.D. clients range from large corporations to companies with a local market.

B.I.D. in the press:
The importance of B.I.D. is growing year by year in the world of business communication, shown by full-page appearances in leading business sector publications. In fact, the newspaper Cinco Dias, publisher of a daily section of the Wall Street Journal, featured three full pages and one double page dedicated to B.I.D. One of the photographs included was of Jose E. Prieto, President of B.I.D., with Bill Clinton, 42nd President of the United States of America. In addition, the BBC World Service radio station in London broadcast news about the B.I.D. QC100 in Geneva, and television channels from several countries have interviewed Jose E. Prieto at different B.I.D. International Quality Conventions.

Welcome to Geneva:
Geneva is a cosmopolitan city including an area of influence inhabited by nearly 1 million persons, where you can find some of the best business opportunities in the world. The Intercontinental Genève Hotel is located minutes away from one of the most important financial centers of the world, headquarters to Switzerland's largest corporations and home to the United Nations.

Office Hours (Year Round):
Our office hours from Monday to Friday are from 9 a.m. to 8 p.m. (20:00). Contact through fax or e-mail can be made at any time of the day or night.

Special B.I.D. office:
In Geneva, during the Convention on October 25 and 26, B.I.D. is pleased to offer a full-service office staff inside the Intercontinental Genève Hotel, from 10 a.m. to 6 p.m. (18:00) to aid you in the Convention registration as well as in your hotel accommodations.


Contribute your vote for a company that you admire as a leader in quality and excellence to receive the B.I.D. award.

NAME OF THE COMPANY: _____

COUNTRY: _____

To confirm attendance: Send the REGISTRATION FORM (see reverse side) to B.I.D. Spain by fax, phone, express mail or by e-mail:

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