

# ARBIKAS- A Reliable Printer Service



[www.arbikas.com](http://www.arbikas.com)

From 1992 the ARBIKAS company has worked at the Bulgarian market and is among the leaders in its branch (import of toners and of parts for laser printers and copiers, charging and recycling of toner cartridges and inkpots, trade in laser printers, analogous and digital copiers, combined laser devices (fax, copier, printers and scanners) service of goods, both covered and not covered by warranty. Our activity is ensured by the experience and the labour of specialists in peripheral computer and office equipment, as well as by intellectual and material resources.



The main activities of the company are supplying consumables, recycling toner cartridges, recharging with high-density toner,

wholesale and retail of bottled toner through which our customers save from 30% to 70% from the cash to buy new consumables of which they are offered high quality products.

We are not perfect, but are continuously striving to reach that goal. Everything is quite relative, no one wants the perfect copy, so long as he/she is offered a "good" copy at a "good" price. As the saying goes, "there are travelers for each train" and our task is to settle them in the "compartment" they prefer. This turned out to be fairly difficult to achieve. It is necessary to know in detail the range of articles offered at the market, irrespective of the fact that whether it is the home market (of Bulgaria) or the foreign market (world market). As the years went by we managed to develop reliable business relations with a lot of companies from the home market as well as from the foreign one. We mainly work with several leading companies in the toner branch such as Static Control, AQC, Uninet, Summit, and more.

Through the years, technologies to recycle and recharge toner cartridges and inkpots together, with the high-tech machines, specialized vacuum cleaners and instruments all contribute to

the high degree of organization of the commissions received and guarantee expediency and reliability.

The quality of the goods produced by our company is a subject of daily control. The colleagues from the branch dealing with the charging of toner cartridges must have noticed that the



quality of the toners changes, as well as the fact that some of the toners of a certain producer are perfect and some are not (irrespective of whether they are different models and/or different batches of the same model). That necessitated the quality control and whenever toners are supplied they are tested and if necessary the supplier of a certain toner is replaced by another one.

In the last year a fair number of new laser printer models from such companies as Brother, Lexmark, Samsung, and HP were launched on the market. HP directed their efforts to the production of colour laser printers and in just a few months they launched on the market 4-5 new models of low and medium class. In direct relation to the reasonable pricing, the sales of the laser printers went up. In return, we took up studying and testing the colour toners. It turned out that they were not affordably priced when they are offered by our established partners.

For several months of testing toners from different producers we achieved good results. Apart from the more expensive





colour toner, the existence of chips on the toner cartridges additionally makes the charging more expensive (not only with the colour printers) and this results in a minimal difference (we mean the lower class machines of HP) in the price of a recharged and a new consumable. This in turn, makes the end-user have a dilemma of whether to recharge or to simply use a new consumable. We here in this branch find ourselves in a very limited profitable position, because we cannot offer a low price for recharging.

The company deals with servicing equipment as well, both covered, and not by warranty. On the one hand, it helps us rather productively with studying certain kinds of toners and consumables under real conditions. On the other hand, the considerable experience of our service engineers in the upkeep and repair of office equipment helps us to adequately and timely react to all kinds of orders for warranted and unwarranted equipment servicing.

The high technical qualification is supported by the extensive service documentation as well, which is at our disposal. Apart from the necessary special instruments and kits to diagnose and repair the equipment, there is a great variety of 10,000 items of spare parts kept in stock.

It is of great convenience for our customers to be provided with equipment of circulation with parameters like the defective ones for the period of the repair.

The subscription service upkeep is an additional convenience for our customers guaranteeing for them the reliable work of the equipment. On paying a monthly subscription tax, the service enters into a contract to regularly make prophylaxis with the strict requirements for the deadline to do the service. This provides circulating equipment and also preference in regard to the rest of the customers.

Our professional assessment and advice have always been to our customers and partners like useful consultation in the



process of buying new equipment as well as in making the most for the expenses of consumables and upkeep of the office equipment available.

The position we occupy is the result of the labour of many years and of the qualification strengthened by technical literacy and perseverance. No progress could have been achieved if there were no good materials and documentary bases.

As the years went by, we have established strong relations with companies trading in spare parts for laser printers and toner cartridges from the USA, the U.K., Germany, Russia and let us not forget our partners from the market in Asia.

With the large variety of goods offered, their keeping in stock and the regular supply all make it easier for us as well as for our partners to quickly react to the needs of the end-user when supplying consumables and doing planned and/or break-down repair of the equipment.

With the quality of our service activity we proceed in a similar way as in supplying the consumables. It is controlled daily and when there is

some doubt in the quality of a given part, a series of tests are done. When a defect is registered, the product is withdrawn from the market and an alternative

supplier is sought. In the case where no such supplier can be found, we take out the article from our product list. We are aiming at offering quality goods and not necessarily the cheapest goods and services.

The new system introduced by us to control the service commissions gave us additional flexibility, and considerably raised the level of effectiveness and the speed of servicing our customers.



We hope that together with the colleagues from this branch we shall continue with our efforts to popularize the recharging and recycling of consumables. And let

us not forget that the recharging/recycling does not consist only of opening the lid of a container and of filling it with toner!

**ARBIKAS ARE A TEAM WHOM YOU CAN TRUST TO TAKE CARE OF YOUR EQUIPMENT!**

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