

(Matthew Brandt, the subject of this article (which appeared in Small Business Opportunities Magazine - Winter 2000 issue) is one of The Laser Group's ten most successful trainees. In less than five years, Matt grew his business from the top of a 2' X 2' table to a business that is grossing \$2 MILLION a year. As Matt points out, if he could do it with our training materials, anyone can! - **Where will you be in five years?**)

ECO-NOMICS

RECYCLING RICHES

**\$2 million a year
recycling computer
printer cartridges**

By Annette Wood

Keeping up with the latest technology in remanufacturing printer cartridges is a challenge. The rapidly changing industry exploding nationally and internationally represents yet another facet of the ways computers have revolutionized the business world.

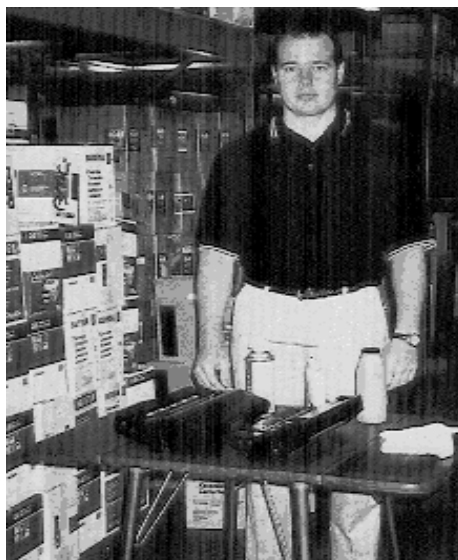
Methods have been developed to reuse printer cartridges, which must be replaced often. The company owned by Matthew Brandt and Doug Frentzel, the Kartridge King, exchanges printer cartridges or buys empty ones to rebuild. Remanufactured cartridges cost the consumer from 30% to 40% less, as well as saving the environment.

Matthew Brandt estimates that in his community of a million people, including 22,000 businesses, approximately 300,000 cartridges are discarded annually.

By reusing cartridges, Kartridge King has saved tons of non-biodegradable material from the landfill. Although no one knows for sure, the approximate time for plastic cartridges to fully degrade is 350 million years. And each new cartridge requires from one and a half to two quarts of oil, also difficult for landfills. The ability to recycle is an added pleasure for this company..

Guaranteeing their work, Kartridge King workers totally rebuild the cartridges and make them identical to the original manufactured product. Brandt says that they also offer complete laser printer repair and printer upgrades in their one-stop shop. They even sell some new cartridges for the benefit of customers.

Brandt makes free deliveries to his customers. A company vehicle loaded with cartridges always schedules numerous stops during the day. Occasionally, however, a client will call



Matthew Brandt, one of the founders of the new Kartridge King, has saved tons of non-biodegradable material from going to the local landfill.

and need a working cartridge immediately. Kartridge King workers deliver one within thirty minutes, if at all possible.

Only a few short years ago in 1994, Brandt started the business in the basement of his home. At that time he was a recent graduate of Florida Technolcal College in Orlando, Florida and had just earned a degree in electronic/computer technology.

Brandt had a professor in Florida who remanufactured cartridges on the side for an outfit he'd previously worked for. When Brandt saw an ad in the back of a business magazine for tapes that would teach the overall principles of remanufacturing, he purchased them.

After investing \$5000 from an equity loan in the firm, Brandt's enterprise grew slowly at first. He continued to work for Sunshine Room Inc., a global solarium manufacturer. In November of 1995, he decided to hire a salesperson. About that time he met Doug Frentzel, who trained sales persons for other companies..

Brandt persuaded Frentzel to invest in Kartridge King when all its assets still fit on a table about two feet by two feet. With Frentzel's efforts, sales soon

picked up.

By the summer of 1996, Kartridge King was growing by leaps and bounds. Besides, Brandt's wife was more than ready to be free of the printer parts and black toner every-where in the basement. The owners decided it was time to move.

Since then, the company has outgrown its space once more and moved again. Today sales approximate 1600 cartridges a month. Though one of the younger companies of its kind in the area, this one is the second largest in its state. At the age of thirty, Brandt heads a company that employs thirteen people and approaches sales of two million dollars a year.

Five other companies in the area where Kartridge King is located in Kansas, also sell remanufactured cartridges. These are smaller companies that remanufacture perhaps 200 cartridges a month from home businesses. One company is run by a husband and wife team and another by a mother/daughter combination. These businesses have chosen to remain small rather than to grow.

Brandt himself recently bought another franchise. Brandt Enterprises is a franchisee of Kid to Kid stores, an upscale children's clothes resale shop based in Salt Lake City. Kid to Kid owners helped the Brandts set up the business and gave them a look at a franchise from the franchisee's angle.

For now, Kartridge King should only expand as it keeps up with the world of changing computer printers. Recycling a needed product is an added bonus.

(Laser Group Note: If you are seriously considering entering the booming cartridge remanufacturing industry using The Laser Group's training materials, Matthew has agreed to accept your calls so you can hear his perspective on this industry and the quality of our offerings.

Keep in mind Matthew is quite busy and has a very successful business to run, so PLEASE don't abuse his willingness to talk to prospective competitors! To reach Matthew Brandt of The Kartridge King, please call Annette at: 954.796.8000 (10:30am - 6:30pm EST) for the phone number.)

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