



### National Laser Printer and Print Supply Wholesaler Expands Product Offerings—and Meets Unique Customer Requirements—with REVLAR from Relyco

Founded in 2007, TRX Business Supplies is a nationwide wholesaler of laser printers, toner and parts. In 2012, the company expanded its offerings to include waterproof laser paper, which is ideally suited to the printing needs of the athletic teams and many other customers TRX Business Supplies serves.

The team at TRX Business Supplies is always looking for new laser-printer-related products to offer its customers—as well as for unique solutions to help it expand into new markets—so an email about REVLAR waterproof paper caught the attention of company President Allan Turk.

Turk ordered a supply of REVLAR, tested it in his own equipment, and then began bringing the waterproof paper with him on customer visits. Among the first to recognize the advantages of printing on waterproof paper instead of using lamination were the college athletic teams with whom TRX Business Supplies works. In fact, the athletic director of one mid-western Division 1 university was so excited by the prospect of waterproof paper that he bought a supply immediately, noting that having this new paper meant that his football coaches would no longer have to travel to away games with a laminator.

#### At A Glance:

**Customer**

TRX Business Supplies

**Industry**

Reseller

**Relyco Product**

REVLAR Waterproof Paper

**Website**[www.trxbusinesssupplies.com](http://www.trxbusinesssupplies.com)

"We traditionally offered our customers ink and toner compatible with printers across the entire range of manufacturers, and REVALAR from Relyco enabled us to expand our product offerings. We can now provide existing customers with a unique new product and approach prospective customers with a compelling story about the advantages of waterproof paper. For example, our customers in college and university athletic departments are now using waterproof paper to print exercise schedules for their swim teams and call sheets for their football teams. One Division 1 football team has completely replaced lamination—and is now travelling to away games without their laminator—because our waterproof paper allows them to print the durable sheets they need on the fly."

Alan Turk  
President, TRX Business Supplies

### **Challenge: Identifying Innovative New Solutions to Expand Product Offerings, Open Doors to New Customers**

TRX Business Supplies has a long history of providing the full range of laser printer and printer-related products its customers need at discounted prices. At the same time, the company is committed to personal service, which includes being on the lookout for innovative, interesting new products that can meet customers' evolving requirements. This is why an email from Relyco about the availability of REVLAR waterproof paper—and the promise of a durable, weather-proof, tear-resistant paper—immediately caught the company's attention.

### **Solution: REVLAR Waterproof Paper from Relyco**

When he received the email from Relyco, TRX Business Supplies President Allan Turk requested samples and then put REVLAR through its paces, ensuring the paper worked in several different types of laser printers and submerging the paper in water to test that the ink wouldn't smear or fade. When the paper passed with flying colors, Turk created sample kits that included a range of paper sizes and thicknesses and began bringing the kits with him to share with customers, starting with those in athletic departments at the colleges and universities he visited.

Customer response to the waterproof paper was overwhelmingly enthusiastic, and Turk found that as he educated customers about the benefits of the paper, and as they were able to touch and test it themselves, they began to envision the multiple ways they could put it to use. One athletic department at a Division 1 university in the mid-west was especially excited: the football coach and his assistant coaches routinely carried a laminator with them on the road. Football call sheets were updated frequently and the coaching staff relied on lamination to ensure that the pages could withstand the use and abuse typical on the sidelines on game day. The availability of waterproof paper from TRX Business Supplies meant that they could generate the durable, tear-resistant, sweat-proof pages they needed without spending an hour or more on pre-game lamination, and their laminator was officially "sidelined."

In addition to supplying college athletic teams with waterproof paper, TRX Business Supplies has also sold the paper to customers in hospitality, retail and leisure markets, including waterparks where the waterproof paper is used to print signage and menus. The company has also positioned the paper with green wholesalers, gardening supply companies, and greenhouses with great success.

About Relyco: For more than 25 years Relyco has been the premier supplier of unique and innovative paper products specifically designed for laser, digital and inkjet printers. Our products are great for thousands of applications and uses – enabling you to get the most value out of your printer investment. Understanding and meeting our clients' needs is always our first priority. Visit us at [www.relyco.com](http://www.relyco.com) or call (800) 777-7359.