

How to add value—and profit.

Your customers count on you to deliver solutions and value. By focusing on printer supplies, you can make their lives easier...and make a healthy profit. Here's how the market opportunity adds up.

\$146 billion¹

Global market opportunity for printing supplies, including hardware.

Up to 3%²

Percentage of revenue spent on office printing at most companies

55%³

Proportion of customers willing to pay more for better customer service

10,000²

Number of pages a year printed by the average office worker

46%

Boost in hardware sales when leading with supplies

58%⁵

Percentage of tablet users who print from their devices

Up to 125%⁴

Profit increase resulting from reduced customer churn

Ready to take full advantage of this market opportunity? The easiest way to grow your business for all printing brands is with Xerox Supplies Service and the Xerox Genuine Rewards Program.