

# SubliJet IQ™

Customer Concern/Argument	Sawgrass Benefits
<b>Cost Concerns</b>	When you purchase Sawgrass inks you are purchasing more than just a product. The production cost associated with sublimated goods is much more than ink and paper - you have to account for the struggles that you may face when getting set up, the cost of not being able to match color's properly and the cost of not being able to produce products when you have technical questions. With Sawgrass and <b>(Reseller)</b> , you'll get the right partner to ensure success using sublimation technology in your business.
	<b>Included as Part of your Purchase:</b>
	<b>PartnerPlus Support Program</b> <ul style="list-style-type: none"> <li>- Free lifetime technical support</li> <li>- Free printer repair program</li> <li>- 100% Satisfaction Guarantee direct from the ink manufacturer.</li> </ul>
	<b>PowerDriver IQ for Desktop Systems</b> <ul style="list-style-type: none"> <li>- Oldest and most reliable color management system in the market</li> <li>- Works with popular graphics programs</li> <li>- Profiles developed for specific profiles to provide optimum output</li> <li>- Works only with SubliJet IQ</li> </ul>
	<b>ColorSure</b> <ul style="list-style-type: none"> <li>- Color matching system built into PowerDriver / Custom profiles built into ColorSolutions</li> <li>- Instant access to a database of reconfigured spot colors</li> <li>- Color palette developed specifically for SubliJet IQ inks</li> </ul>
	<b>Support and Industry Innovation:</b>
	<b>PartnerPlus program</b> (see above)
	<b>Commitment to industry</b> <ul style="list-style-type: none"> <li>- Sawgrass is committed to ongoing testing and creating new partnerships in the industry to provide a total product solution for users.</li> </ul>
	<b>Brand consistency/loyalty</b> <ul style="list-style-type: none"> <li>- Other suppliers are switching between brands just to find lowest cost point, not necessarily the best product</li> <li>- Customers can't be sure they are getting the same ink with each purchase</li> </ul>
	<b>Innovation</b> <ul style="list-style-type: none"> <li>- Only Sawgrass provides products in step with the latest releases from Epson, i.e. the C84, 4000, 7600/9600</li> <li>- Sawgrass has numerous patents for sublimation processes that have been upheld in legal proceedings</li> <li>- We host a FAQ page at <a href="http://www.sawgrassink.com/faq">www.sawgrassink.com/faq</a> to give users the latest information on our product, industry and legal advances.</li> </ul>
	<b>General Issues:</b>
	<b>Start-up costs vs. Real Production Cost</b> <ul style="list-style-type: none"> <li>- Look beyond top-level cost for inks/system only and look at production cost including substrate, ink, paper, etc.</li> <li>- Only looking at a 10-15 cent difference in final product</li> <li>- Minimal cost difference when add mark-up for retail</li> </ul>



<b>Performance Issues</b>	<b>Resolutions</b>
	<b>IQ inks</b> <ul style="list-style-type: none"><li>- Developed by the leader of digital transfer technologies with years of pioneering research and development</li><li>- Development includes relying on the world class standards of quality assurance for sourcing raw materials utilized by our strategic business suppliers</li><li>- Fewer cleanings required for start-up and during printing / longer, unattended print runs</li><li>- Specific to the Epson 1280 QuickConnect system, new QC design along with IQ inks is best performing solution for this system</li></ul>
	<b>PartnerPlus program (details above)</b> <ul style="list-style-type: none"><li>- This program was developed to ensure free support for product performance issues.</li></ul>
	<b>Testing program</b> <ul style="list-style-type: none"><li>- Sawgrass utilized most extensive battery of testing ever used in our history to verify production yields, color results and general stability.</li></ul>