



colouring



COMPANY
PROFILE

CONTACT US



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ABOUT US

WHO WE ARE?

Colouring is one of the leading players in printing supplies solutions in Oman. We practice self-imposed code of ethics and an environment friendly approach in the business we undertake.

The wealth of knowledge upheld over the years since our inauguration in 2005 is utilised for the benefits of our clients to offer them quality economically sound solutions.

We offer a vast line of quality penny-wise ink and toner for printers and copiers to satisfy every need from our clients enabling them to get the solution that is best for them. Every customer is important to us regardless of size, therefore we managed to satisfy a wide spectrum of clients ranging from Ministries to small size businesses.



OUR VISION

Over the past years, the aspirations have grown and in addition to offering alternative economic and environmentally friendly options our vision has become:

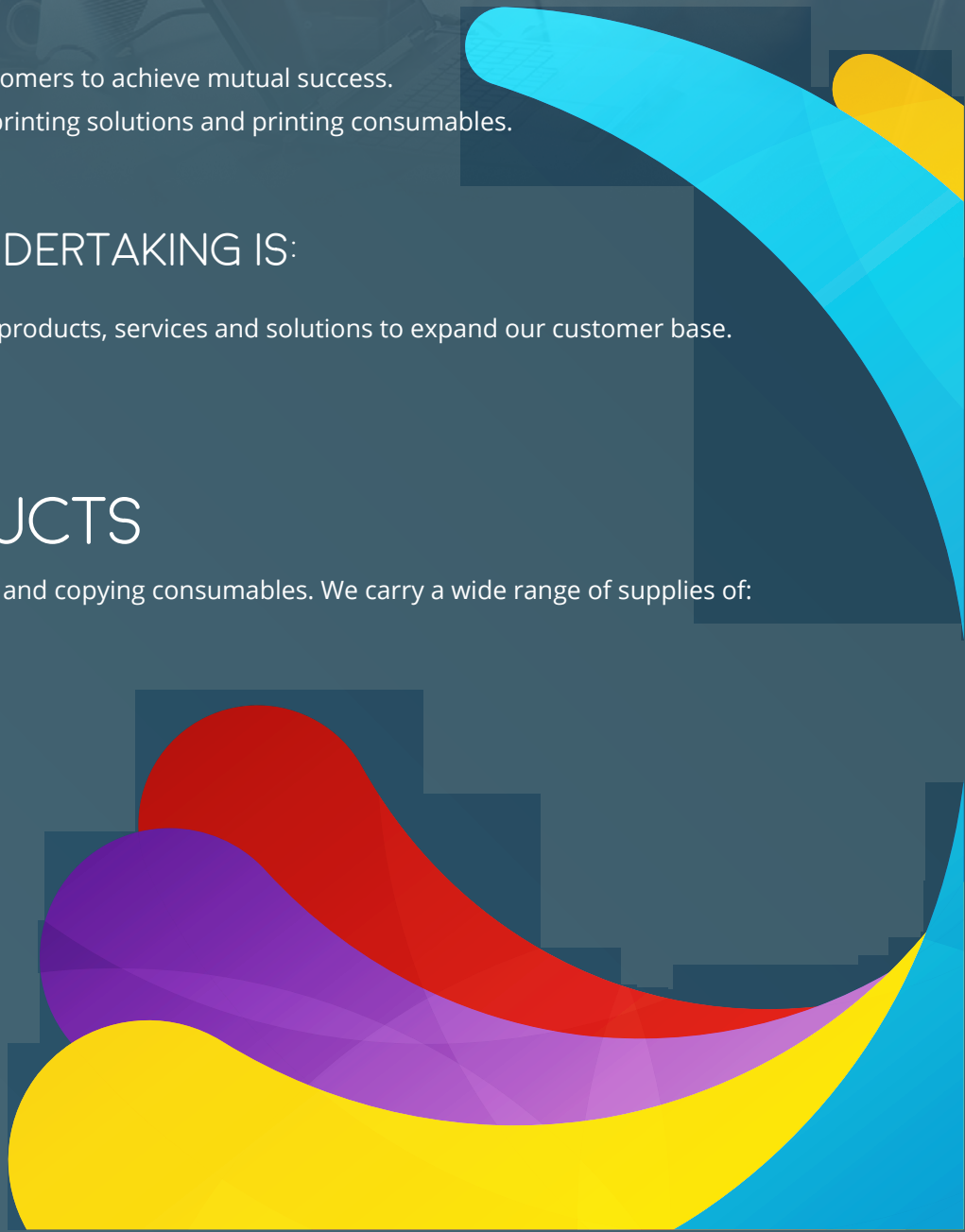
- To be a value adding partner to our customers to achieve mutual success.
- To be the preferred service provider in printing solutions and printing consumables.

THE MISSION WE ARE UNDERTAKING IS:

- To provide our clients with value adding products, services and solutions to expand our customer base.
- To maintain customer satisfaction.

RANGE OF PRODUCTS

Colouring is your one stop shop for printing and copying consumables. We carry a wide range of supplies of:

- Printer ink and toner cartridges
 - Photocopier cartridges
 - Fax Films
 - Printer Ribbons
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MAINTENANCE SERVICES

Look no further for printer and copier repair and maintenance in Muscat area.

Colouring offers full machine repair and maintenance service.

We will make sure your printing and copying devices stay in top condition and that you are getting the best out of them.



For your peace of mind we can also offer long term service agreements/contract to make sure that you have the support you need when you need it. The service can be offered on-site to reduce transportation cost and minimize disturbance to your business and office environment.

VALUE ADDING



We add value to our customers by helping them to reduce the cost of printing. Many companies buy printers based on the initial acquisition cost and do not consider the Total Cost of Ownership (TCO). Then they find out that running these printers is expensive because of the high price of cartridges. At **Colouring** we add value by reducing the printing cost. We offer our customers three choices: new original cartridges, new compatible or remanufactured cartridges.



REDUCE YOUR COST = INCREASE YOUR PROFIT

SMART CHOICES



With its quality inkjet and laser cartridges for all popular printer models, **Colouring** offers you the clever alternative to expensive original cartridges. You will get the highest quality at an unbeatable price/performance ratio. Ink is wipe-resistant for smudge-free and streak-free printing, giving you professional-looking documents first time, every time.

With alternative printer supplies, you are offered an easy opportunity to lower your costs with savings of up to 50% compared to the original printer manufacturer. You are guaranteed the same or higher page yield at a lower price too. And we never compromise on quality or compatibility.

CERTIFIED QUALITY

Colouring piggybacks on research and development centers that research, develop and produce cartridges to the highest quality standards in the industry. Cartridges are produced according to the STMC testing standards. Production facilities are ISO9001:2008 certified. And, to minimise environmental impact ISO14001:2004 certified.

STMC (Standardized Test Methods Committee) is a global committee formed to find and promote standardized test methods for the printer cartridge industry. The test methods are used to evaluate the performance of a toner printer cartridge. When using standardized test methods, it is possible to evaluate a cartridge anywhere and obtain the same test results independently of who tests it.

STMC uses certain ASTM (American Society for Testing and Materials) test methods such as ASTM F 1856 for yield and ASTM F 2036 for image density and background. The test methods are used only to evaluate a finished cartridge in comparison to another cartridge, typically an OEM cartridge.

ISO 9001 is a set of standards and guidelines for quality in the manufacturing and service industries from the International Organization for Standardization (ISO). The objective is to establish a system to improve product quality and reliability. It covers everything from design and development through production and distribution of products and services.



FULLY COMPATIBLE

Replacement cartridges that really do work. Our cartridges fit perfectly and are easy to replace. They are tailored to the specific requirements of the most popular machines for guaranteed performance. No matter which of these printers you use, we have a solution.

WARRANTY

We guarantee that products we supply are perfectly designed to meet the specific requirements of relevant devices such as printers, photocopiers, fax machines and typewriters and to ensure the smooth running of these devices. We offer one year guarantee on printer cartridges.

In the event that the product you have acquired develops a fault during the warranty period, this warranty grants you the right to receive a working replacement cartridge.

Using replacement printer supplies does not influence the legal warranty provided by the manufacturer of your printer. It also does not fundamentally influence the statutory guarantee of the printer manufacturer for his devices. Do not be swayed if you are denied these rights because you did not use products of the device manufacturer.

Our replacement cartridges complaint rate is extremely low (< 0.5%). So the chance of a defect printer, caused by our replacement printer supplies is negligible. However, in the unlikely event that the proper use of our replacement cartridges is shown to have caused damage to your printer, **Colouring** will bear the cost of repair if satisfactory evidence is provided that the device failure was due to a defect **Colouring** product.



Integrity

- We value ethics and integrity as a success factor and maintain them in all our transactions to earn trust and respect.

Quality Assurance

- We thrive to provide quality products and solutions from renowned brands manufacturers to maximise the durability of the customer assets.

Continuous Supply

- Rest assured to get the product you need at the time you need it without delay. We will commit to meet customer delivery targets.

Customer Focus

- Since 2005, we have built our business by always treating our customers respectfully, and with the courtesy and appreciation they deserve.

OUR HISTORY

The year was 2004, and our founder Hussain Al Lawati was walking around a mall in Muscat looking for replacement ink cartridges for his home printer that he bought fairly recently. While strolling in the alleys, he was wondering how come the inks that came with the printer finished very quickly. Moving from one store to another he was told that the only ink available for his printer was manufactured by the same manufacturer of the printer and the price was almost equivalent to the price of a new printer. Hussain spent the next hour in the mall, walking from store to store, and finally went home empty-handed and frustrated.

At home, Hussain tried looking for his printer's ink online and came across the fact that there are other options which were suitable for his use and satisfied his ego in being more environmentally friendly. However those replacement options were scarce in Oman's market. So since it was 2004 and anything seemed possible at the time, Hussain decided to start a retailer for printer cartridge alternative brands and refilling/remanufacturing service.

The original idea was to supply high quality alternative printer ink and toner cartridges at an economic affordable price. In addition to providing professional recycling service for customers to reuse the empty printer cartridges and preserve the environment.





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