

VOLVO GIVES SEAL OF APPROVAL TO TALLY SPECTRA*STAR

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Tally Ltd, the computer printer specialist, today announced details of a compatible consumables implementation with Volvo Cars Corporation at its headquarters in Sweden. Volvo has been undergoing successful trials of Tally's range of Spectra*Star toner cartridges and wax sticks for Tektronix laser printers and solid wax printers respectively, which have been supplied through Tally reseller Supplies Team in Gothenburg. The car manufacturer is currently upgrading its Tektronix laser printers, and Spectra*Star implementations will be made throughout departments in Volvo Cars Corporation, replacing incumbent Tektronix supplies.

Launched in 2001, the Spectra*Star range arrived as a welcome relief to consumers, businesses and providers of laser consumables, who had faced ongoing erratic availability from Tektronix since late 2000. Tally's range covers more than 90% of Tektronix consumables business. Toner cartridges are destined for use in the Phaser 560, 740, 750 and 780 models, and wax sticks are available for the Phaser 340/350/360, 840 and 850 models.

Volvo's Head of Office Support, Jari Määttä, says, "We found the colours of the Spectra Star sticks much brighter than the originals; the users at Volvo Car Corporation are very pleased with the output."

Buyers have been encouraged by the considerable reduction in cost of ownership delivered through the Spectra*Star range; in some cases by as much as 35%. The unique clear-plastic design of the toner cartridges allows users to see how much toner is left so that they don't replace the cartridge before they need to. The range is available through its established international network of printer and consumables resellers. Tally's Platinum Warranty is available on all consumables sold by the reseller network, which provides total peace of mind to customers.

Tally's General Manager of International Sales, John Spreadborough, says, "As Volvo's investment in Tektronix printers continues, running costs are likely to remain an issue. By choosing Tally Spectra*Star, Volvo has been decisive in addressing the issue, and will make considerable savings."

About Volvo

Volvo Cars Corporation is the maker of some of the safest automobiles in the world. Volvo began making cars in 1927 and has pioneered the field of car safety ever since then. Today it is a global corporation with sales companies in all major markets. Its cars are built on the principles of safety, quality and environmental care. More information is available at www.volvo.com

About Tally

Reformed in 1996 following the buy out of Mannesmann Tally from the German conglomerate Mannesmann AG, Tally has been dedicated to the manufacture and support of computer printers for more than 30 years. The company offers business users a wide range of mission critical, colour and desktop printers. These include mono/colour lasers, volume inkjet printers, high performance matrix printers and line printers

where the company is recognised as the market leader.

Tally is based in Basingstoke in the UK from where it sells into more than 60 international markets through local distributors. This new facility includes a state of the art training, repair and commissioning centre and is the hub of its UK-wide service team of 20 engineers, which boasts a first-time-fix rate of 97%. Tally Ltd has enjoyed ISO9001 accreditation since 1991, and achieved Investor in People status in 1999.

A global player in the computer printer market, the company employs more than 900 staff operating out of subsidiaries in the UK, Germany, France, Italy, Austria, Russia, Singapore and North America, and manufactures in Germany, China and the USA. In the UK, the company sells through distribution partners and VARs, and corporate customers include Tesco, B&Q, Ministry of Defence, Unichem, Kwik-Fit and HSBC Bank.

For further information on Tally Ltd, please visit <http://www.tally.co.uk>

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