

## 5.0% BLACK & WHITE PAGE COVERAGE

### LES OLSON COMPANY HISTORY

In 1929, as the great depression was just beginning to take hold, Les Olson, then 14 years old, was enjoying his first week of high school. During the school's opening assembly, he was pulled aside and informed that his father had just died of a sudden heart attack. With a mother and two sisters at home, Les assumed the responsibility for the family's support, never again to return to school.

Jobs were difficult to find, young Les managed to secure a position as an errand boy for ZCMI for which he was paid \$50 per month and considering the state of the economy, he was very grateful for the privilege of having any job at all. Each month for 4 years he would faithfully turn his paycheck over to his mother, keeping for himself only a small amount of spending money.

By the age of 42, Les, who was now the manager of ZCMI's office equipment department, was married to his sweetheart Reva Parry, and together they were the very proud parents of 12 beautiful, and hungry children. Les realized that his large family needed more than his current employment could provide so one evening he quietly announced around the dinner table that he had quit his job to start a family business. All 12 children were invited to get their piggy banks and "buy-in" to the new venture. As they dumped their coins on the table, Reva carefully wrote down each child's investment, for a grand total of \$63.

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From the very beginning Les focused his efforts on customer service, continually reminding his employees that he was not their boss, the customer was. Les and Reva always said, "Anyone can sell a machine, but if you can't provide service you're out of business. Service is our backbone!"

Many years after the kids broke open their piggy banks and gave all they had to help Dad and Mom start the business, the Olson's continue to give all they have to carry on the legacy and provide the customer service that has made Les Olson Company one of Utah's great success stories.

### THE NEXT GENERATION

While Les and Reva's children still work in the business, many positions are held by their Grandchildren. This 3rd generation, along with many non family member employees are doing what they can to continue the legacy left by one visionary man. The tenants of his business are deeply engrained in this generation and they are proud to carry on the tradition of great service and high integrity.

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Come see how our history has made such a fantastic future for our customers. We were here innovating 60 years ago and we will be here tomorrow. Call or come by one of our locations today and let us get started on a solution for you today.

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**We appreciate your business!**

**LOC**

**LES OLSON**  
COMPANY



**LES OLSON**  
C O M P A N Y

**Black - 5%**  
**Cyan - 5%**  
**Magenta - 6%**  
**Yellow - 4%**  
**TOTAL COLOR - 15%**

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**DocuWare®**



**SHARP®**



Black - 5.0%  
Cyan - 7.5%  
Magenta - 9.0%  
Yellow - 8.5%  
**TOTAL COLOR - 25%**

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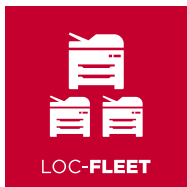
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**THANK YOU FOR YOUR  
TRUST AND LOYALTY!**

DocuWare®

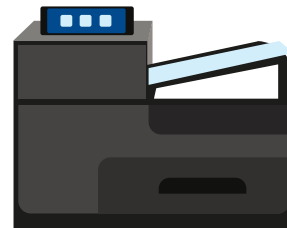


SHARP®



# PRINT MANAGEMENT

At first glance, copying and printing may not register on your radar as a significant expense in your company. However, the cost starts to come into focus when you multiply the incredible amount of paper used by the costs of procuring, supplying, managing and servicing your printer fleet.



“Understanding your organization’s overall document costs is a challenge, but without that information you can’t assess the magnitude of the savings opportunity to develop a future document strategy.”

- Info Trends/CapVentures

Les Olson Company’s Document Assessment Study is a proven system that determines cost savings and process improvement opportunities in your organization. The end result of our Document Assessment report is comprehensive recommendations to enhance office performance and efficiency, while reducing costs and increasing your return on investment.



- **Total Managed Print Program**
- **Automated meter Collection**
- **Automated Supply Fulfillment**
- **Consultive Partnership to Expose Cost Saving Opportunities**
- **Cost Reports**
- **Quarterly Reviews**
- **Strategy for Achieving Goals**

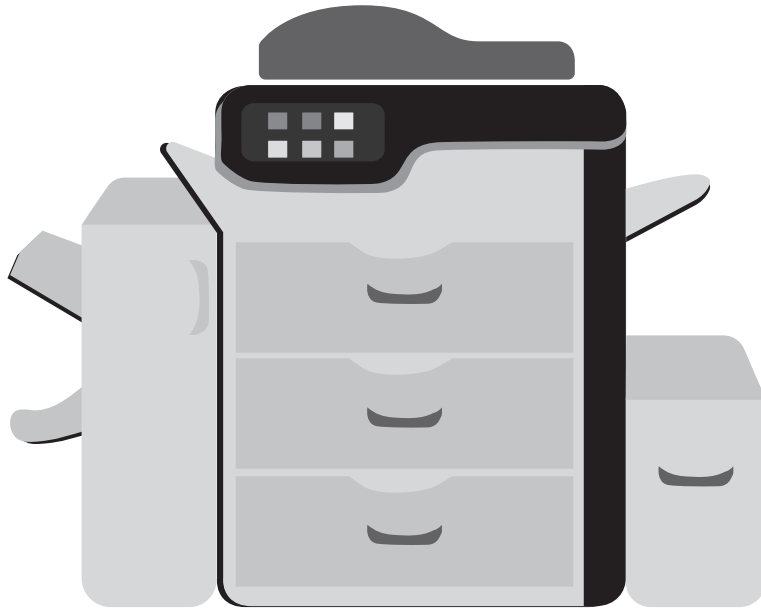
**Black - 5%**  
**Cyan - 10%**  
**Magenta - 15%**  
**Yellow - 10%**  
**TOTAL COLOR - 35%**



**LES OLSON**  
C O M P A N Y

40.0% BLACK & WHITE PAGE COVERAGE

**WELCOME  
TO OUR  
OPEN  
HOUSE!**



We appreciate your business!

LOC

**LES OLSON**  
COMPANY



# HP DESKTOP PRINTERS AND MFPs

## Practical Office Solutions

Printers like this are ideal for businesses that want a fast, affordable black-and-white laser printer that delivers high-quality results for a wide variety of documents. Now that's quality that won't break your budget!



## High Performance Color

HP delivers quality color prints at affordable prices. You can create professional quality documents with a printer that will allow you to expand its functionality as you grow. That's why HP LaserJet Printers are one of the best values in the industry.

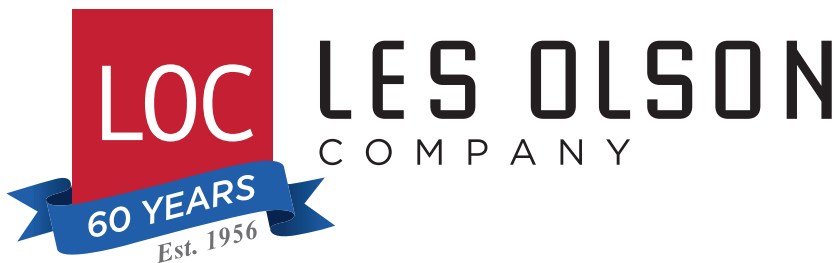


## Affordability & Reliability

Whether it's Black & White or Color we can help you determine which one of these durable, fast and value packed printers is right for you and your office needs. Our Goal is to save you **time & money**.



Black - 10%  
Cyan - 25%  
Magenta - 20%  
Yellow - 5%  
**TOTAL COLOR - 50%**



801-365-8804 | [lesolson.com](http://lesolson.com) | 3244 South 300 West Salt Lake City

