

“TONING-UP” WITH CARTRIDGE SAVERS, INC.



Cartridge Savers, Inc. was started by Robert Wangard, on a part-time basis, in May of 1994 and became a full-time endeavor in November of 2000. Located in Madison, WI, the company offers remanufactured and new toner cartridges for Hewlett Packard, Canon, Lexmark, Xerox and other name brand printers and copiers. They also offer new HP, Brother, and Tektronix laser printers as well as pre-owned and refurbished HP laser printers.

Prior to starting Cartridge Savers, Robert was employed by a computer reseller that had the State of Wisconsin contract for printers and toner cartridges. Recognizing the solid waste generated by laser printer toner cartridges, Robert approached the State of Wisconsin for an Early Planning Grant to explore the feasibility of starting up remanufactured toner cartridge production. The research showed that there was a market for remanufactured toner cartridges along with a marked reduction in the solid waste stream.

Cartridge Savers applied for SBA 8(a) business development program certification in August 2001 and was certified in January of 2002. With the help of his SBA Business Opportunity Specialist and the Business Procurement Assistance Center of the Madison Area Technical College, Robert developed and implemented an aggressive marketing plan. Cartridge Savers mailed over 7000 full color flyers to Federal Offices and followed up with an e-mail campaign to 20,000 Federal buyers.

In October of 2002, a GSA Schedule for new and remanufactured printer supplies was awarded to Cartridge Savers. The USDA approached Cartridge Savers for pricing on printer parts that only the original equipment manufacturer offered. Robert tracked down the original supplier and offered these to the USDA, saving them \$500,000 over the next lower bidder. The USDA asked Cartridge Savers for pricing on other printer products. Through a series of negotiations, Cartridge Savers was awarded an 8(a) multi-million dollar contract for printer parts and supplies. Cartridge Savers collaborated with several other small businesses to supply this contract and his partners hired several new employees to meet production.

Cartridge Savers currently supplies the US Federal Government including the Department of Defense, Department of Justice, USDA, and the Department of Homeland Security. They also supply Harley Davidson, Boise Office Solutions, Wisconsin Physicians Service and the State of Wisconsin.

SBA recently approved a Joint Venture between Management Systems Services, Inc. of Rockville, MD and Cartridge Services, Inc. The Joint Venture is named Information Technology Support Services, LLC (ITSS) and was formed to provide IT consulting, computer integration, desktop and network technical support and management of Help Desk and Call Center operations to the Federal government.

Robert graduated from the University of Wisconsin-La Crosse in Business Administration and attended Tuck School of Business at Dartmouth Minority Business Executive Program. He is of Hispanic origin and is a member of the Hispanic Chamber of Commerce of Wisconsin. He participated in earthquake relief to his mother's native country of Nicaragua and is active in the Wisconsin/Nicaragua Partnership Program. He also volunteers for the National Ski Patrol as an instructor and patroller.

Rob is SBA's Wisconsin 2006 Minority Small Business Person of the Year award winner and in August of 2005, Cartridge Savers was ranked as the eleventh fastest growing Hispanic business in the country by the *Hispanic Business Magazine*. In 2004, Rob and Cartridge Savers, Inc. were awarded the Small Disadvantaged Business Contractor of the Year Award by the USDA for providing outstanding support and service. In addition, in 2004, the State of Wisconsin honored Cartridge Savers with the Excellence in State Procurement Award.

Cartridge Savers, Inc., and especially owner Robert Wangard, demonstrates the ingenuity to recognize a need and the determination to answer that need. SBA is proud to be of assistance to Rob and look forward to the continued success of Cartridge Savers, Inc. <http://gov.cartridgesavers.com/>