



## CROWLEY

It has been a year of challenge and opportunity for Crowley and – no doubt – in your own companies as well. We're now ten months into adapting to the loss of our friend and president, Chris Crowley, and we think he'd be pleased at how we've carried on his legacy. President Pat Crowley has worked hard to grow vendor relationships, both new and long-term. This nurturing has led to some excellent news for our resale channel: lower base prices on many products, including Crowley, Wicks and Wilson, Mekel Technology and Zeutschel brands.

As always, thank you for your loyalty to The Crowley Company, its products and its personnel. Read on to see what's new in the channel and make sure you're taking advantage of every opportunity. We're here to help!

[Matt McCabe](#), North/South Americas

[Duncan Moule](#), EAMER/Pacific Rim & Australia

### ALL ABOUT THE BASE: LOWER PRICES = HIGHER SALES

*We're pleased to announce that our long-term partnership with Zeutschel has resulted in base price reductions by as much as 30%.*



Matt McCabe, Crowley vice president of sales and marketing, notes that this is a "win-win" for all of us. "Lower base pricing, particularly on a premier product line such as Zeutschel, puts our channel

partners in a very competitive situation. Zeutschel is recognized worldwide for its image quality; in the past, this has not equated to a perception of affordability. Now, though, our resellers can offer the best in the market at a price that's competitive and beneficial for both themselves and their clients."



Zeutschel products available for direct resale (U.S. & Canada only) include:

- [zeta](#) walk-up book copy system (A3+)
- [Chrome](#) book copy system (A2)
- [OS 15000](#) book and back office scanner series (A3+)

**REMINDER:** Although not all Zeutschel scanners are available for direct resale, [earn a finder's fee](#) by registering a lead referral for any product in the [full line of Zeutschel scanners, archive writers and large accessories](#). Simply select "Lead Referral" under the "Request Type" section of the deal registration form and the Crowley

representative for that region will contact you. Closed sales earn an agreed-upon finder's fee based on sale total.

If you'd like more information on carrying the Zeutschel line of scanners, please contact either your channel manager or your Crowley representative.

### HAVE YOU SEEN IT? NEW ZETA AN EASY SELL

Earlier this year, Zeutschel introduced the next generation [zeta scanner](#), a walk-up book copy system perfectly suited to libraries, municipalities, labs, genealogical societies and other organizations that encourage patrons to make their own digital copies.

Our Crowley sales team has encountered enthusiastic feedback on this next generation. If you haven't seen it, demonstrated it or quoted it – especially at the new lower prices – you're missing an opportunity. The new [zeta](#) truly sells itself!

In addition to the many features that have made this scanner immensely popular, four new features are making it a must-have:

- **21.5" HD touchscreen** adds more touch panel real estate with optimum clarity for even easier operation
- **Windows 10 operating system** takes advantage of the latest OS technology
- **Core i3 processor** captures images with maximum speed
- **Two on-device USB 3.0 ports** for convenience and speed



Call (240) 215-0224 today to find out more about the next generation zeta and to ask about special demo unit pricing.

## MICROFILM CAPTURE: OFFER THE FULL RANGE WITH ENHANCED LINE-UP



The Crowley Company has recently re-aligned its Crowley, Mekele Technology and Wicks and Wilson microform scanner lines to better serve the wide variety of end-use cases that we all encounter. This realignment also brings significant price reductions (up to 60%) on base and suggested list pricing.

For updated price lists, contact [Matt McCabe](#) or your Crowley representative.

Listed by throughput volume, scanners below are available for direct resale (orange) or by lead referral (all others).

### MICROFILM

Wicks 8820	150 ipm	<a href="#">Link</a>
Wicks 8850	350 ipm	<a href="#">Link</a>
Crowley MACH Mini	350 ipm	<a href="#">Link</a>
Mekel MACH 5	500/1000 ipm	<a href="#">Link</a>
Mekel MACH 10	700/1400 ipm	<a href="#">Link</a>
Mekel MACH 12	440 ipm (up to 750 dpi)	<a href="#">Link</a>

### MICROFICHE

Wicks 7720	52 ipm	<a href="#">Link</a>
Wicks 7750	105 ipm	<a href="#">Link</a>
Mekel MACH 7	260 ipm (+ ap card capture)	<a href="#">Link</a>

### APERTURE CARDS

Wicks C Drive X	Manual	<a href="#">Link</a>
Wicks C400	370/cards per hour	<a href="#">Link</a>

### ALL (Universal Microform)

UScan+ HD	Manual	<a href="#">Link</a>
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## NEW RESELLER OFFERING InoTec Introduces SCAMAX® 600-Series Document Scanner

We're excited to offer the opportunity to resell InoTec's brand new 600-series high-performance production document scanners. Offering a USB 3.0 port and duplex scan speeds of up to 210 ppm/420 ipm, the 600-series gives **floor model production in a desktop unit space**.

The 600-series offers three models (601, 611, 621) and provides an upgradeable speed path – **at an above-industry average of 300 dpi** – ranging from 120 ppm/240 ipm to 210 ppm/420 ipm.

- Click [here](#) for features
- Click [here](#) for scanner sell sheet
- Click [here](#) for software sell sheet

InoTec's beltless guidance, scratch-resistant glass and easily accessed transport path combine for one of the most reliable, cost-effective document scanner brands on the market. With virtually no maintenance requirements, customers can start their return on investment (ROI) on Day One.



As an added benefit, we've proven in our Crowley Imaging division that the InoTec scanners can produce FADGI-rated images up to three stars.

The 600-series wedges between [InoTec's 400-series](#) desktop scanner (up to 170 ppm/340 ipm) and their high-volume workhorse, the [800-series](#) (up to 300 ppm/600 ipm). If you have corporate or cultural heritage prospects with high volumes of paper to digitize, the InoTec scanners should always be an option.

**Be sure to schedule a web demo and request your reseller price list from your Crowley representative.**

## EOY PROMOTIONS: USCAN+ | ODS

*Finish strong with aggressive End of Year promotions on the UScan+HD and ODS scanners*

Now through the end of 2019, Crowley is offering special reseller pricing on these two popular and affordable patron scanners.

### UScan+ HD (with microfilm and 4.0 software)

Reseller price was: \$6150 USD  
Now through 12/31/19: \$3895 USD



### ODS Stand Alone

Reseller price was: \$3880 USD  
Now through 12/31/19: \$2000 USD

Place your orders early to ensure in-stock availability!



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## HAVE YOU HAD AN IMAGEHOST DEMO YET?

*If not, call today to see how this online platform for microfilm and microfiche collection hosting and retrieval can add to your bottom line!*

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## MEET MARY

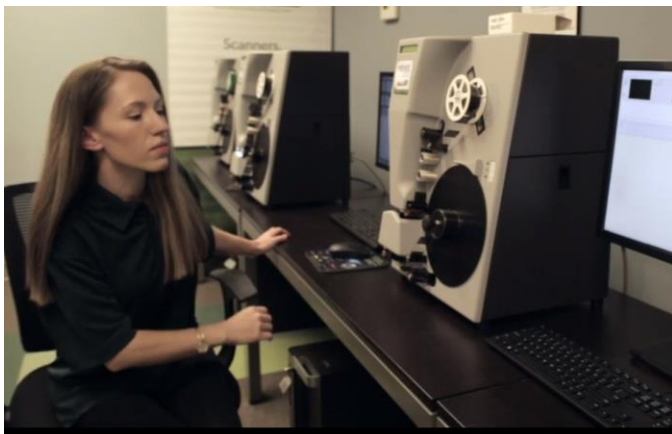
We'd like to introduce **Mary Westcott**, the newest member of the Crowley sales team. As a former scan operator with Crowley Imaging, our digitization services bureau, Mary brings the benefit of multi-scanner



operation to her position of sales assistant. Primarily working with Mekele Technology and Zeutschel scanners, Mary understands both the end-user *and* sales sides of capture hardware and has become an important member of the sales team in just a few months.

"I've already had the chance to assist many of our resellers," notes Mary. "It's been a joy to support their efforts and to know I play a small part in their success. I look forward to meeting many more of our channel team in the coming months and to contributing to their efforts."

As we grow our channel, program and offerings in 2020, you'll no doubt have the chance to work with Mary. We're more than sure it will be a pleasant experience. If you have the opportunity, please reach out and say hello! Mary can be reached at [maryw@thecrowleycompany.com](mailto:maryw@thecrowleycompany.com).



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