



CROWLEY

It is our sincere hope that you, your families and your employees are healthy and continuing to work in a safe place. This Channel News edition will be brief, understanding that there is much demand for your attention. Our primary message is to assure you that The Crowley Company is open for business and that we continue to see multiple opportunities even while the world navigates a different way to work within the confines of the COVID-19 quarantines. Your Crowley representatives are here to support your efforts in any way that they can: shared web demos; electronic marketing materials; special pricing and more.

We'll continue to keep the lines of communication open. Please let us know how we can help! Call (240) 215-0224 (U.S.) or email your Crowley representative directly. Stay well and stay healthy!

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

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

COVID-19: The Crowley Response



You may have received an email last week with our blog post entitled, "[Business as Usual in an Unusual World](#)." We've seen some changes specific to our digitization services division since then but are pleased to report that **there has**

been minimal disruption to our hardware and remote support efforts.

- Crowley sales departments are open for business
- Crowley manufacturing departments are staffed to keep up with production demands
- Crowley shipping and logistics departments are available for order fulfillment and shipping receipts
- Our technical support department is available for telephone and online support calls and training, to assist with software updates and to prepare/renew maintenance and other support contracts.

GOING VIRAL: Opportunities in the Midst of Crisis

In the digital imaging industry, we are in a unique position to help equip offices, libraries and archives for the future. We've all heard the predictions in the media that home offices and distance learning may become the norm. We have no idea if that's true, but if it is, here are a few thoughts:



- Scanning operations can take place off-site. As production scanners become smaller and more portable (the [MACH Mini](#) and the complete [Avison](#) document scanner line, for example) and/or less expensive (Crowley's [Wicks](#) line is now priced for easy sale), our companies can equip home and remote offices with affordable production scanning power.
- Distance learning requires digital resources. And unless they're digital-born, those resources will need to be scanned. Librarians and educators will require scan systems that can digitize a wealth of resources from textbooks to research papers to microfilmed records to 3-D objects.
- Archives need protection. The shutdown of museums and archives around the world bring an immediacy to the need to digitize as many archival holdings and collections as possible for both preservation and digital access purposes. Those museums who can offer virtual tours and online collections will thrive in the days ahead.

- Everyone needs access. Online research is already an important aspect of those seeking information in science, genealogy, medicine, law, history and other topics. How does one access the microform collections sitting in storage which may hold key pieces of research if the library and museum reading and collection rooms are closed indefinitely? [IMAGEhost](#) offers an affordable option for hosting microfilm and microfiche collections in their original format. If the images have been scanned on either a Mekel Technology or Wicks and Wilson scanner, the images can be accessed from any internet-connected device without building an expensive IT infrastructure.
- People are catching up on paperwork. Do you have scanners in the field that aren't protected with maintenance or software contracts? Now is a great time to reach to your clients and remind them of the options available to protect and upgrade their scanners, which have just grown in value as the need for digitization and access becomes ever more pressing.

These are just a few of the opportunities that may become more immediate as organizations of all types prepare for outbreaks and business disruptions beyond COVID-19. We are all operating "eyes wide open" – forcing us to anticipate solutions to problems that have just begun to surface. As things begin to normalize in the days ahead, anticipate the needs of your prospects, know the options and present them before they're requested.

TAKE ADVANTAGE Of Downtime

If you find yourself with a little extra time on your hands, think of it as the perfect time to familiarize yourself with the scanning options in your sales arsenal. Are there Crowley offerings with which you only have a passing familiarity? Ask your Crowley representative for a web demo on any of our scanners available for distribution or lead referral. These include:



- [Avision](#) scanners (US/Canada distribution)
- [Crowley](#) scanners (worldwide distribution)
- [InoTec](#) scanners (US/UK/Canada distribution)
- [Mekel Technology](#) scanners (lead referral)
- [Wicks and Wilson](#) scanners (worldwide distribution)
- [Zeutschel](#) (US/Canada distribution for [zeta](#) and [Chrome](#) models/lead referral on other models)

PRICING SUPPORT

To help support your sales funnel during this difficult time, we will extend the popular 2019 End-of-Year promotion on the [UScan+ HD](#)

and the ODS (below). We'll also offer **an additional 5%** off the reseller price for the Zeutschel zeta and Chrome, the Avison and InoTec document scanners and the full line of Wicks and Wilson production microfilm, microfiche and aperture card scanners. Reseller support offerings are good through June 30, 2020.

EOY PROMOTION EXTENDED

ODS | USCAN+



ODS Stand Alone
Call your rep for special pricing

UScan+ HD (with microfilm and 4.0 software)

Reseller price was: \$6150 USD
Extended: **\$3895 USD**



UPSELL AN EXISTING SALE

Crowley is now offering **software version 4.0 for the UScan+ HD**. This presents an opportunity to reconnect with your current scanner owners for a software upgrade. [Click here](#) to view the technical bulletin and **call your Crowley rep for special upgrade pricing**. Please note that all new UScan+HD models are delivering with 4.0.

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