



For Immediate Release

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PRESS RELEASE

Dedicated COLORCONTROL Website Wins Web Marketing Award of Outstanding Achievement

Sanford, N.C. – (October 1, 2014) – Static Control’s dedicated website for **COLORCONTROL** Replacement Imaging Systems, www.colorcontrol.info, has been awarded the 2014 WebAward Manufacturing Standard of Excellence Award from the Web Marketing Association (WMA).

“We are honored to have been recognized for the ColorControl site,” said Vice President of Sales and Marketing Bryan Bonacum. “We wanted to develop a useful, interactive website for our customers to use repeatedly and to really see everything that is done here at Static Control. It explains, in detail, each component of ColorControl and why it is was important to develop this integrated system. This award helps us know that we succeeded in providing our customers with a great website.”



Launched in May, www.colorcontrol.info provides in-depth information regarding each component within a toner cartridge. Each component has three interactive paths; the basics, the science and the photos. The basics track shows a short video that explains the importance of each component in a simple example; the science path shows the technology behind the component and the role it plays within the electrophotographic process. The last track features images of each component.

“The customer’s we have spoken to about the website have found it to be extremely useful,” said Bonacum. “Customers have the site up at the counter in their storefront and use it to walk end users through the importance of an integrated system within remanufactured cartridges. The response has been very positive and this honor from the Web Marketing Association is validation that we are providing a great resource for our customers.”

The WebAwards are the standards-defining competition that sets industry benchmarks based on seven criteria; design, innovation, content, technology, interactivity, copywriting and ease of use. Judges consisted of a select group of internet professionals who have direct experience designing and managing Web sites. The website scored particularly high in the interactivity, design and technology categories.

To see the Trophy Page for the WebAward, visit http://www.webaward.org/winner.asp?eid=29648#.VCLS2_IWoe0.

For more information about COLORCONTROL Replacement Imaging Systems, visit www.colorcontrol.info.

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Static Control is the largest manufacturer of aftermarket imaging systems and components supporting genuine cartridge remanufacturers within the global laser and ink jet industry. Sales and distribution facilities are located worldwide. Research, development, engineering and manufacturing as well as global distribution are located at Static Control’s world headquarters in Sanford, North Carolina, USA. Static Control manufactures in-house more than 10,000 imaging products and offers a product catalog of more than 14,000 imaging products to the aftermarket industry.

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