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Sales Increase at National / AZON Equipment for Contex Wide Format Scanners

Distributor Attributes Scanning Innovations, Strong Customer Relationships as Key Factors to Success

Rockville, MD ---- January 23, 2014 ---- Contex, the world's leader of wide format scanning and imaging solutions, today announces that the sales for distributor National / AZON Equipment increased by 15% in 2013. National / AZON, a leading distributor of hardware and software products with a focus on the reprographic, graphic arts, and sign-making markets, attributes this success to a combination of factors, including a strong sales force, improved reseller communications, and a great product line from Contex. In 2013, National / AZON increased face-to-face communication at reseller open houses and at national trade shows, resulting in greater demand for the scanning equipment. Contex's broad scanning product lineup and ongoing hardware and software innovations also provide a competitive advantage for National / AZON.

"We are fortunate to have a great sales team at National / AZON. But we could have the strongest sales team in the world and it wouldn't be successful without a great product to sell, and that's what we have with Contex," explains Steve Kozle, Vice President of Product Sales and Development at National / AZON. "Contex is continually innovative and has a depth of product offerings unmatched by other manufacturers. This versatility means that we can offer customers exactly what they need, whether their focus is on imaging black-and-white technical documents or fine art reproductions."

"National / AZON solely focuses on wide format solutions, and with this specialization, they are extremely knowledgeable in our product line," comments Steve Blanken, Contex General Manager for North and South America. "Their depth of experience in the reprographic market gives their customers confidence that they are buying the best solution for their wide format requirements."

Contex's continuing advancements in wide format scanners help to position the company as the brand leader. In 2013, these advancements included the launch of Pagedrop, a smartphone and tablet Web app that allow users to specify the preferred destination of a scan, without the need for a PC, and the new HD iFlex, a flatbed scanner that lets users transform any object



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into digital content. Contex also upgraded Nextimage, multi-function wide format software that brings out every detail in original documents.

“The quality of the scanners and the range of features they offer make selling them easy,” states Kozle. “Contex scanners are easily upgradeable, have a high-end look and feel, and come with the unmatched Nextimage software.”

In 2014, National / AZON plans to demonstrate its offerings at several major national and international trade shows, including SGIA Expo, IFA, ERA/IRgA trade show, and ISA Expo. The company also continues to encourage product demonstrations at reseller open houses.

For more information, contact salesamericas@contex.com.

About National / AZON Equipment

National / AZON Equipment is a leading distributor of hardware and software products, with a special focus on the reprographic, graphic arts & sign making markets. Manufacturing, sales and distribution facilities across North America allow National / AZON Equipment to continuously expand and innovate to meet the ever changing needs of large format printing and scanning professionals. With an intense focus on customer satisfaction, National / AZON Equipment has gained a nationwide presence in the marketplace and will continue to support the principle of reseller only sales to the print for pay and graphics industry. For more information, please visit www.azonequipment.com.

About Contex

As the world's largest developer and producer of large format imaging solutions, Contex leads the market with innovative technology and advanced scan and copy software applications. Over the years, Contex scanners have received numerous awards from leading trade publications and analyst firms including *Cadalyt*, *Wide -Format Imaging*, and BERTL. Sold worldwide in more than 90 countries, Contex solutions are recognized in a wide range of industries for reliability, value, high performance, and superb image quality. For more information, please visit www.contex.com.

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