



Margin Smart™

Guaranteed to strengthen your bottom line

At HorizonUSA, we understand that sales and customer satisfaction play a key role in your company's success. But the one that's most important is your bottom line. Your margin. Your profit.

MarginSmart is a proprietary program developed by HorizonUSA to help you identify high margin opportunities. You'll notice the MarginSmart icon throughout our price guide, website and product sheets designating accessories that are ideal for bundling with lower margin products to help boost your net margin dollars.

MarginSmart Benefits:

- Position your company as the expert. Rather than selling your customers products, MarginSmart helps you provide them complete solutions
- Assists you when identifying complimentary and replacement products for your customers
- Higher margins-add to your bottom line



Do the math! A MarginSmart Example:

When you sell a Mobile Printer and Camera, your margin is just \$49.00. But, when you couple that printer and camera with an extended service plan, printer cartridge, printer cable, paper and AC Power adapter, your margin soars to \$97.00! Nearly a \$50.00 increase in margin dollars!

DESCRIPTION	SALE COST	LIST PRICE	MARGIN
Mobile Printer	\$272.55	\$299.99	\$26.45
Digital Camera	\$248.20	\$269.99	\$21.79
Add on for Total Solutions....			
3-year Next-Day Exchange Extended Service Plan	\$69.15	\$79.00	\$9.85
Photo Inkjet Print Cartridge	\$19.93	\$24.99	\$5.06
Brochure and Flyer Paper, glossy (50 sheets, 8.5 x 11")	\$ 8.91	\$12.99	\$.73
USB 2.0 Printer Cable a-b, 6' (2 m)	\$13.72	\$19.99	\$6.27
Ultra-Slim AC Power Adapter for Mobile Printers	\$47.27	\$69.99	\$21.73
Printer only revenue and margin dollars	\$520.74	\$569.98	\$49.27
Selling HP total solutions, check out the margin and revenue dollars	\$679.73	\$776.94	\$97.21

