

## CAM Sponsored OFF16 Affirmative Market Plan (AMP)

CAM has developed our own Affirmative Market Plan (AMP) with a company based in western Massachusetts, deRenzy Document Solutions. deRenzy is a SOMWBA certified office equipment dealer with sales and service capability for contract approved KONICA copiers and MURATEC facsimile equipment. We chose to partner with deRenzy for three primary reasons:

- **Quality Reputation** - deRenzy has a reputation for quality customer service and has been highly recommended by other office products dealers and manufacturers in the industry. They have thirty-two years experience and provide the type of quality support that CAM customers have come to expect.
- **Limited Resources in Western Massachusetts** - deRenzy is located in Springfield, Massachusetts which will enable CAM to feel confident with equipment placements, and service, in western Massachusetts communities.
- **Liaison Supports the Growth of Both Businesses** - their business profile complements CAM's core business and our companies can work together in a capacity that will strengthen both companies leading to the purest form of affirmative market partnering.

The combined resources of CAM and deRenzy will enhance our opportunity to more effectively compete against large OEM companies while creating a more competitive business environment for contract entities in western Massachusetts. There are two segments to our plan::

### **MURATEC, contract approved, Facsimile Equipment Technical Support**

**Program:** Authorized installation, service with direct billing

**Products:** MURATEC brand

**Territory:** EXCLUSIVE in Hampden, Hampshire & Franklin Counties

### **Supply Sales & Distribution for, contract approved, Generic and Remanufactured Products**

**Program:** Authorized for direct billing under CAM's contract award

**Products:** Densigraphix, Katun, Laser Imaging International, MKG Cartridge Systems & NASHUA

**Territory:** NON EXCLUSIVE in Hampden, Hampshire & Franklin Counties

EXCEPTION: Commonwealth agencies listed in the [www.mass.gov](http://www.mass.gov) web site.

As a SOMWBA certified company, deRenzy is authorized to direct bill for services provided by them at MURATEC and CAM's approved OFF16 contract prices.

For more information about deRenzy please contact:

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