



WEBINAR ... Justify Equipment Purchases with Low Financial Risk

Most equipment and technology suppliers have terrific equipment that, when properly selected and installed, would immediately improve your organization's financial performance — including your cash flow.

The challenge: determining which technology and equipment to purchase. The wrong decision, under current conditions, could be the death nail for your company. And doing nothing: can be equally detrimental.

You need to participate in this webinar if you find yourself asking:

- What equipment do I REALLY need?
- Will the latest technology REALLY help me?
- What's the BEST way to evaluate equipment?
- What should I DEMAND from my supplier that most companies forget to even ask about?

This information-packed webinar could save your company hundreds, maybe even thousands of dollars on your next equipment purchase!

You'll learn how to:

- Determine what equipment and technology you really need
- Effectively evaluate your supplier's recommendations
- Determine the financial impact of your prospective purchases
- Avoid common purchasing mistakes that can hurt your company and your bottom line

REGISTER NOW! Unable to attend the webinar? Register anyway and we'll send you a recording of this invaluable event so you can listen and learn at your convenience!

You'll learn money-saving tips and techniques to analyze, evaluate, and purchase new printing and graphics equipment from leading graphics industry business consultants Sid Chadwick of Chadwick Consulting and Joe Becker of MargolisBecker.

**Tuesday, August 10
Noon–2 p.m.**

\$55 per phone connection for PICA members; \$110 for non-members

Contact Carrie Epps at 704-357-1150 or cjepps@picanet.org with any questions.



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