



# CATEGORY GUIDE

Get more sales from your customers

Be a step ahead of your competition and discover new products with high growth and margin

# Do you have customers in these industries?

We distribute products they use

Do you have customers in these industries?						
Products they use	Home office	Education	Retail / Hospitality / Aged care	Corporate / Government	Architect / Engineering / Construction / Design	Legal / Finance / Medical
A4, A3 printers	✓	✓	✓	✓	✓	✓
Documents scanners	✓	✓	✓	✓	✓	✓
Projectors	✓	✓	✓	✓	✓	✓
3D printers	✓	✓		✓	✓	
Large format printers		✓	✓	✓	✓	
Digital signage & displays		✓	✓	✓		✓
Surveillance	✓	✓	✓	✓	✓	✓
Home/Office automation & Access control	✓	✓	✓	✓	✓	✓
Networking & storage	✓	✓	✓	✓	✓	✓
IP comms	✓	✓	✓	✓	✓	✓



# A4 colour laser/LED/Inkjet

## Everyone uses A4 print

The A4 market is ~400,000 units/year at \$419 million

Wide range, affordable and scalable for anyone from SOHO to enterprise printing

Small footprint - can sit on a desk or tabletop

A4 MFP gives additional flexibility and efficiency - add on trays, cabinets, fax and ADF

More than 95% of all documents printed on an A3 device are A4 pages

## Why buy A4 colour print from Alloys?

### Over 30 years of printing expertise

Extensive print market knowledge, strong supplier relationships and in-depth understanding of why print is profitable.

### Product demonstrations and training

Come to our showroom or organise Skype demos, sales or product training. Send us your print files and we'll send you sample prints from various machines.

### Generate leads and opportunities

with the help of the Alloys marketing team including personalised eDMs and flyers.

### After sales support

To help you capture consumable annuity at an average of 3 times the value of the capital cost.

## Qualify your customers

How many people are using the printer?

How many prints per month?

What kind of documents do you print? I.e. do they print on different types of media for different purposes

How many printers do you require?

What other printing applications do you use?



# SHAPING THE FUTURE WITH HEAT-FREE TECHNOLOGY

Increase productivity and  
reduce environmental impact  
without compromise.



## **WF-C878R & WF-C878RTC**

A3 Colour Heat Free Business Inkjet  
24 PPM ISO, Zero Sec Warmup, FPOT 5.3 Secs  
Up to 87% less energy than Laser  
Up to 86,000 pages ink yield bags  
Up to 1980 paper input capacity  
Channel Exclusive (not avail in retail)



## **WF-C579R**

A4 Colour Heat Free Business Inkjet  
24 PPM ISO, Zero Sec Warmup, FPOT 5.3 Secs  
Up to 87% less energy than Laser  
Up to 50,000 pages ink yield bags  
Up to 1330 paper input capacity  
Channel Exclusive (not avail in retail)



## **WF-M5799**

A4 Mono Heat Free Business Inkjet  
24 PPM ISO, Zero Sec Warmup, FPOT 5.3 Secs  
Up to 87% less energy than Laser  
Up to 40,000 pages ink yield bags  
Up to 830 paper input capacity  
Channel Exclusive (not avail in retail)



# SKETCH

CLASSROOM™

THE IDEAL CLASSROOM SETUP.



**MORE INFORMATION**  
[www.makerbot.com.au](http://www.makerbot.com.au)



**EXPLORE**  
[www.thingiverse.com](http://www.thingiverse.com)



**SPEAK TO AN EXPERT**  
1300 118 308





# A3 colour laser/LED/Inkjet

## Do you have customers in these areas?



### Small business

- Design agencies
- Print shops



### Departmental

- Council
- In-house design/marketing teams



### Education

- Visual aids for arts, design and engineering classes



### Design, Architecture

- Agencies
- Colour proofing
- Photographers

## Why A3 colour print?

The A3 market is ~80,000 units/year at \$500 million

A3 can always print A4 but A4 can never print A3

A shared printer has many users with many different needs; having A3 affords efficient flexibility with one machine

They can sit on a desktop or be free-standing

A3 <25ppm MFPs designed for workgroups is a growing segment

## Why A3 print from Alloys?

### Over 30 years of printing expertise

Extensive print market knowledge, strong supplier relationships and in-depth understanding of why print is profitable

### Product demonstrations and training

Come to our showroom or organise Skype demos, sales or product training. Send us your print files and we'll send you sample prints from various machines.

### Generate leads and opportunities

with the help of the Alloys marketing team including personalised eDMs and flyers.

### After sales support

to help you capture consumable annuity

## The Alloys A3 colour range



Single-function



Multi-function



Optional add-ons



Photos/image-specific

## Qualify your customers

How many prints per month?

How many people are using the printer?

What kind of things are they printing? E.g. marketing department with graphics requirements

Are there requirements for booklets, or volume collating e.g. with stapled or hole-punched documents?

Are they upgrading from A4 or have new print requirements?



# Lexmark products are built to last

Extend your investment

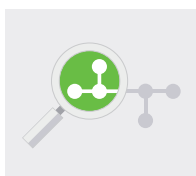


Lexmark products are built to last out of the box, with industrial metal frames, processors capable of handling future business requirements and advanced sensors, diagnostics and security. This means fewer hardware interventions resulting in time and cost savings plus the environment also gains because our long-life components help eliminate waste and improve serviceability.

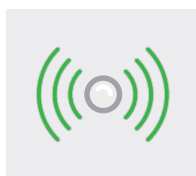
Here is how we make sure our products are built to last:



Security built in as standard



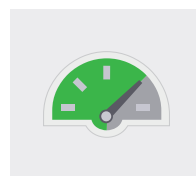
Self diagnostics offers a window into device performance



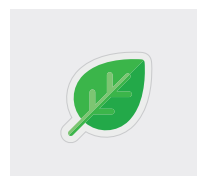
Advanced sensors identify faults & minimise interventions



Robust metal frames to withstand the roughest users



Processors capable of handling future business requirements



Products are built to help eliminate waste and improve recycling

Lexmark BSD products have a 4 year Guarantee, this includes 4 year parts and maintenance kits

## Deliver - Differentiate - Drive

Deliver secure reliable devices. Differentiated with solutions and services.

Drive your bottom line, win business!

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# Document scanners

## Do you have customers in these areas?



### People on the go

- Business cards / IDs
- Receipts
- Certificates



### Finance, Education, Real Estate

- Legal documents
- Student apps/records
- Section 32s



### Legal, Council, Medical, Business

- Legal documents
- Student apps/records
- Section 32s



### Legal, Business, Logistics

- Archiving documents
- Company records
- Consignment notes

## Why scanners (not a multi-function printer)?

### Dedicated built-in software

Scanner software has auto cropping, de-skew, auto orientation, blank page deletion and more.

### Handles variety of media size

Scan business cards, passports, A3 sheets, even 3m long documents with dedicated extra rollers.

### Document management capability

Documents can be stored securely and retrieved easily to be shared.

### Smaller footprint and mobile option

Powerful processing with high speed and high volume e.g. batch scanning

### Huge storage volume

File sizes are compressed to maximise capacity.

### Security and retrieval

Retrieve files with text search functionality and store securely.

## The Alloys scanner range



Portable



Workgroup



Departmental



Production

## How to get started

- 1 **Speak to your local Alloys sales rep** to scope out the best fit scanning solutions for your customers
- 2 **Drop in for a demo in our showrooms** or let us train you online
- 3 **Generate leads and opportunities** with the help of the Alloys marketing team
- 4 **Ask us about getting a demo unit** to show your customers what they need



# Large format print

## Do you have customers in these areas?



### Oil & gas, Council, Construction, Engineers

- Maps and charts
- Engineering plans
- Construction prints



### Education, Retail

- Promotion posters
- Pull-up banner
- Visual aids for class
- Posters for signage



### Photographers, Artists/Designers

- Photographs for exhibitioins
- Wrapping paper
- Fine art posters
- Colour proofing

## Why Large Format?

**Onsite Service** - All Large Format Printers come with at least 1 year warranty. Some come with 2 or 3 years as standard. And all can be extended to 5 years.

**Big opportunities** - Around 3,000 Large Format Printers are sold every year. If you're not already selling these to your customers, then they are buying these from your competitor

**MFP range can print, scan and copy larger than A3** - Easily streamline workflows and process files within an existing document management system, if required.

**Expert knowledge at Alloys** - Our LFP team has 27 years of experience in large format printing. Use our know-how to help you open and close more opportunities

## Programs & support

### Canon Partner Portal

Online knowledge base to help you find the LFP that fits your customers needs.

### Canon LFP Sales Assistant

Find information on competitor comparisons to help with objections your customers might have.

## The range



### Technical printers

24", 36", 44"  
5 colour options plus multi-functions



### Graphics printers

24", 36", 60"  
8 & 12 colour options plus multi-functions

## How to get started

- 1 **Speak to your local Alloys sales rep**
- 2 **Get some knowledge** - Book a sales, product or technical training session with us
- 3 **Access to digital assets** to fully market your investment
- 4 **After-sales support** to help you capture consumable annuity.





## The 5-minute conversation to success

With almost 30 different options to choose from, finding the right HP Large Format Printer for your customer can sometimes be daunting.

**At Alloys,** we can help navigate you through the various options. In fact, simply by asking these two questions, and having a chat with our experts, you could uncover your next multi-thousand dollar opportunity in just 5 minutes.

**1. WHAT does your customer produce that's larger than A3?**

Seems simple but do you ask your customers? Find out all the different types of applications your customer produces already as well as which applications they aspire to produce.

**2. HOW does your customer produce prints larger than A3?**

Does the customer already print all the work themselves? Do they send jobs to someone else to complete? How much does this cost?

By gathering as much information as you can around these two points, Alloys can help you build a personalised benefits case, showcasing how your HP Designjet proposal addresses your customer's needs.



**See the Alloys HP range here**

[www.alloys.com.au/brands/hewlett-packard](https://www.alloys.com.au/brands/hewlett-packard)

Distribution made for you



# 3D printers

## Do you have customers in these areas?



### Education

- Learning aids for students
- Arts, science, engineering projects
- Incorporate into the STEaM curriculum



### Designers, Architects, Construction, Engineering, Manufacturing

- Product development
- Prototyping
- Spare parts



### Home

- Tinkering and spare part creation
- Supporting children's learning

## Why MakerBot?

### MakerBot apps

Free MakerBot desktop and mobile apps to help prepare print files and wirelessly control the printers.

### Connectivity

USB stick, USB cable, Wi-Fi and Ethernet connectivity for ease of use.

### Replacement warranty options

Upgrade the level of cover and support for the MakerBot printer.

## Programs & support

### MakerBot in the classroom

Activities, projects, and other tools to incorporate 3D design and printing into your lesson plans.

### Thingiverse & Thingiverse Education

Free downloadable and printable 3D files online and over a hundred free lessons that make teaching with a 3D printer easier and more effective.

### Knowledge base

Online knowledge base with self service tutorials and troubleshooting.

## The MakerBot range



Sketch



Replicator+



Z18



Method

## How to get started

- 1 **Speak to your local Alloys sales rep**
- 2 **Get some knowledge** - Book a sales, product or technical training session with us
- 3 **Organise a demo unit** for your shop and your go to market strategy
- 4 **Generate leads and opportunities** with the help of the Alloys marketing team



# Projectors

## Do you have customers in these areas?



### Business

- Boardroom and meeting room presentations



### Education

- Interactive lessons
- School signage



### Large venue

- Churches, auditoriums, town halls, staging and rental



### Home theatre

- Watch movies at home

## Why projectors from Alloys?

### Showrooms and virtual showrooms

Come to us or organise a skype demonstration for your customers.

### Product knowledge

The Alloys sales team are here to give you advice and help you get that sale.

### Installation training

Technical training provided for interactive, UST and large venue projectors.

## Programs & support

### Exclusive product offerings

Access to products not available to the channel.

### Preferred pricing

Access to special pricing structures.

### Education & support

Get direct access to vendors and information not available to channel.

## The Alloys projector range



Portable/Data



Interactive



Large venue



Home theatre

## How to get started

- 1 Speak to your local Alloys sales rep
- 2 Book an installation training session to gain more knowledge
- 3 Generate leads and opportunities with the help of the Alloys marketing team
- 4 Organise demos in your shop or our showroom and we'll help you nail that sale!



# Digital signage & displays

## Do you have customers in these areas?



### Retail/Hospitality

- Advertising
- Dynamic menus
- Hotel TVs
- Kiosk signage



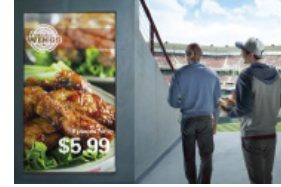
### Education

- Hallway signage
- Interactive class aids
- Reception waiting areas



### Business/Council

- Presentations
- Reception / waiting areas



### Large venue

- Signage and advertising for stadiums, exhibition centres, airports

## Why Digital Signage?

### Cost effective

Reduce cost and waiting time compared to printing posters for advertisements/point of sale.

### Ease of use - content can be updated anytime from anywhere

Display different types of content from 1 screen like videos, promotions, social media, weather updates, etc and control the content remotely.

### Increase customer engagement

Grabs customers attention with moving content and vivid colours.

## Programs & support

### Exclusive bundles and offers

Tailored to address your customers needs.

### Comprehensive online support, training and product info

### Demo program

To support your marketing strategy

## The range



TV Display Panel



Wireless Presentation Display



Landscape or portrait mode



Video wall

## Qualify your customers

- 1 Where are you putting the panel?
- 2 What is it being used for? ie, 24/7 signage, presentations, advertising
- 3 How often do you need the content to change?
- 4 Do you need to access the panel(s) remotely?







## Video Wall: VL5F Series

### Incredible Immersion with Ultra-Narrow Bezel

The VL5F series provides all-encompassing screen immersion thanks to its ultra-narrow 3.5 mm bezel-to-bezel, while its outstanding IPS panel delivers a clear image from any angle. With its extremely attractive and highly functional design, it can be used to deliver advertising and information in a variety of business environments.

## Digital Signage: UL3J-B / UM5J-B / UH5F-H



### UHD Large Screen Signage Display

Being slim, a closer installation to the wall is advised. Additionally, this increases the screen's immersive experience and provides a sophisticated design, improving the installed space's décor.



### Meeting Room Solution Compatibility

For the optimum visual meeting, the UH5F-H series has certified its compatibility with Cisco System that offers powerful and integrated control for a smarter video conference.



### Wireless Access Point

UL3J series operates as a virtual router which can be a wireless access point for mobile devices.



## Commercial TV: UR5640S

### Superb Picture Quality with Ultra HD Resolution

With the resolution that is 4 times higher than FHD, it makes the colour and details of the contents more vivid and realistic. In addition, the wide viewing angle applied with an IPS panel, provides clear contents.





# Interactive flat panels

## Do you have customers in these areas?



### Education

- Create engaging classroom material for K-12
- Learning aids for students



### Corporate/Government

Boardroom meetings and Reception

## Why interactive flat panels?

### Designed for interactivity

Comprehensive open-source software compatibility for dynamic 4k communications.

### Collaborate

Smart annotation, multi-touch capability, intuitive sharing and wireless solutions.

### Easy to use

Account Management System for personalised, secure file management and control.

## Programs & support

### Project scoping and pricing

In person and online demos and trainings. For you and your customers, wherever you are.

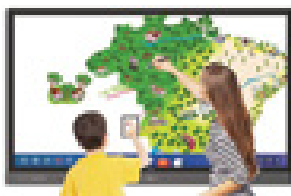
### Demo guarantee program

Get rewarded when you bring your qualified customer in for a demo in the Alloys showrooms.

### Premium partner programs

For access to additional leads and pricing opportunities.

## The IFP range solutions



Education



Corporate/Government



Accessories, trolleys & mounts

## Qualify your customers

- 1 What will the IFP be used for?
- 2 How frequently will the IFP be used?
- 3 How many people will be collaborating with the panel?
- 4 Will there be collaborators engaging from remote locations?







## Interactive Flat Panels

**One:Quick | Works** 55CT5WJ (55")



Remote Meeting Application



Smart Auto Focusing



Easy to use App Store



Multi-Touch and Annotation

### All-in-One Video Conferencing Display

for Maximum Productivity

Make your online meetings more productive and interactive with LG One:Quick Works.



- Resolution : 4K Ultra HD (3,840 x 2,160)
- Brightness : 450 nit
- Built-in 4K Camera & Microphone
- Sound (10W + 10W)
- In-Cell Touch (Max. 10 Points)
- Windows 10 IoT Enterprise (Value)



**One:Quick | Flex** 43HT3WJ (43")



Effective Touch & Drawing Experience



Easy Transport with Movable Stand



Screen Rotation & Adjustable Height



User Friendly Experience

### All-in-One Display

for Effective Collaboration

Equipped with In-Cell touch technology, the One:Quick Flex turns ideas into reality.



- Resolution : 4K Ultra HD (3,840 × 2,160)
- Brightness : 350 nits
- Camera : 2K Full HD (1,920 × 1,080), 88° FoV
- Sound : 2.0 Channel (10W + 10W)
- Microphone : 3m Pickup Range
- Windows 10 IoT Enterprise (Basic)



**TR3DJ Series** TR3DJ (86"/75"/65")



Smooth Touch & Writing Experience



Easy Connection & Sharing



User Friendly Experience



Security & Compatibility

### True Interactivity Bringing People Together

Interactive Digital Board

The ideal tool for everything from office conference rooms to grade-school classrooms.

- UHD (3,840x2,160) IPS Display
- IR Multi touch point (Max 20 points/Max 10 writing)
- Dual Pen and Dual Color
- AirClass, ScreenShare Pro, & Bluetooth Connectivity
- Integrated OPS slot (PC not included)





# Wireless screen mirroring

## Do you have customers in these areas?



### Education

- Immersive learning
- Flexible classroom layouts



### Business

- Streamlines workspaces
- Encourages collaboration



### Residential

- Mirrors to your HDTV
- Relieves home network pressure

## Why wireless screen mirroring?

### Best practice collaborative communication

Connect your device to the room display without apps.

### Easy to use

Minimal training required. Works on Windows, Android and Apple.

### Secure and manageable

Device authentication and PIN access control. Easy to configure user status, settings and remote support.

### Increased productivity

Switching presenters is seamless. Duplicate and extended screen modes with near zero latency.

## Programs & support

### Extensive online resources

Case studies, videos, webinars, data sheets, images and more.

### Touch display support

Allowing you to mirror your interactive screen actions to the workgroup.

## The range



ScreenBeam



Classroom commander



Central management system



Bring Your Own Meeting

## How to get started

- 1 **Come into an Alloys showroom** and test it out for yourself
- 2 **Let's set up a demo with your customers** with extended screen mirroring from our office to theirs
- 3 **Get to grips with the Tech Tips** in the online portal to maximise your investment
- 4 **Organise a demo unit** to bring the solution to life direct with your staff and your customers





# Home/Office automation

## Do you have customers in these areas?



### Home/Small business

- Monitor pets/livestock
- Help with insurance claims
- Restaurants/Retail
- GP clinics



### Business

- Control lights and appliances from your smart device
- Voice control

## Why automation?

### Money saving

Smart buildings that control temperature, lights and devices, save energy which saves your customers money.

### Convenience

With Z-wave technology and wireless features, you can remotely access your devices and enable different smart products to talk to each other.

### Affordable & scalable

Modular products from simple to complex configurations.

## Programs & support

### Online learning and troubleshooting portals

### Training and project assessment

Sales and technical training as well as assessment and scoping for specific projects

### Leads and marketing support

Trade shows, in-house events and lead generation

## What can automation do?



Control many lights at the same time



Sense motion, light & temperature



Remotely turn electrical devices on/off



Control blinds, gates, garage doors



Measure & monitor your power usage



Access your security cameras from anywhere

## How to get started

- 1** Speak to your local Alloys sales rep
- 2** Organise a demonstration from our showroom or through Skype
- 3** Generate leads and opportunities with the help of the Alloys marketing team.
- 4** Organise Point of Sale display for your shop to show your customers the power of automation



# Access control

## Do you have customers in these areas?



### Home/Residential

- Doors, gate and foyers



### Business/Government

- Commercial and corporate, retail, healthcare, hospitality, aged care



### Education

- Schools and universities

## Why 2N access control?

### Safety

Secure entry points and have safe communication with visitors

### Remote video communication

See who is at the door and control access from your smart device.

### Minimum installation costs

Secure configuration via cloud and LTE devices that only require a power supply - no cables.

### Ideal for retrofit

## Programs & support

### Training and project assessment

Sales and technical training as well as assessment and scoping for specific projects

### Leads and marketing support

Trade shows, in-house events and lead generation

### Special promotions and deals

Exclusive opportunities and project pricing from Alloys

## The product range



Intercoms



IP access control



Answering units

## How to get started

- 1 **Speak to your local Alloys sales rep**
- 2 **Drop into a showroom** to see all the options in action.
- 3 **In person and online demos and trainings** for you and your customers, wherever you are.
- 4 **Generate leads and opportunities** with the help of the Alloys marketing team



# Surveillance

## Do you have customers in these areas?



### Home/Small business

- Monitor pets/livestock
- Help with insurance claims
- Restaurants/Retail
- GP clinics



### Corporate/Government/ Aged care

- Reception areas
- Office buildings



### Education

- Schools
- Universities

## Why surveillance?

### Cost saving

Video surveillance is more accessible than ever before, and when a surveillance system is installed, your insurance is reduced.

### Decrease theft and vandalism

Surveillance is a deterrent and a prevention solution but in case of the worst, it's an evidence collector, thanks to motion detection and recording.

### A safer workplace and home

Protecting your staff and your assets.

## Programs & support

### Exclusive surveillance packs

We've put together the complete solution bundles of cameras, NVRs and hard drives specific to your different customer types and projects

### Preferred pricing program

To leverage your investment when you need it.

## The range



Bullet camera



Fixed/Vandal resistant  
Dome camera



Eyeball camera



NVR

## How to get started

- 1** Speak to your local Alloys sales rep
- 2** Drop into a showroom to see the variety, flexibility and capability of the range.
- 3** Organise a demo unit for your shop. Once your customer sees the high quality video and how easy it is to install, you will nail that sale!
- 4** Generate leads and opportunities with the help of the Alloys marketing team.



# IP Communications

## Do you have customers in these areas?



### SOHO/SME

- Video conference rooms
- Office telecommunication
- Reception



### Retail/Hospitality

- Hotel and resort rooms
- Reception



### Education

- Video conference classrooms
- Meeting rooms



### Corporate/Government

- Boardroom/meeting room
- Reception
- Office telecommunication
- Call centres

## Why IP Communications?

### Cost effective and profitable category

Using the internet to make and receive calls costs less.

### Affordable and scalable

From entry level IP phones to complex VoIP solutions and video conference systems.

### Improved communication features

Access via computer, Bluetooth and cloud controller to manage networks from anywhere.

## Programs & support

### Training and certification

Sales and product training, online webinars and certifications.

### Special promotions

Exclusive opportunities and deals.

### Project scoping and pricing

Support in finding you the right solution and the right price.

## The product range



IP telephony



Conferencing



Networking products

## How to get started

- 1 **Speak to your local Alloys sales rep** to guide you through the best solution for your customers
- 2 **Organise your training** from our showrooms, online demos or webinars
- 3 **Become a certified reseller** to access exclusive content and support
- 4 **Generate leads and opportunities** with the help of the Alloys marketing team



# Distribution made for you

With over 40 years of experience, we understand the markets, products and customers better than anyone else, and we bring solutions and added-value components that really matter to your business.

## Specialist Services

Our specialist Print, Imaging, AV and Technology Solutions, are developed to help your business grow and earn you more margin.

## Drop-Shipping

Let Alloys be your warehouse. More orders delivered in full, on time, from any one of our 4 national distribution centres.

## Our Showrooms Are Your Showrooms

Bring your customers to any one of our four fully operational national showrooms to get hands-on with the latest technology and nail that sale.

## Committed To Your Profitability

We listen to your needs tailor flexible solutions large or small, and explore new product opportunities that can help your business thrive.

## Our brands

2N  
Aeotec  
Arkin  
Avision  
Axis  
BenQ  
Canon  
Elite Screens

Epson  
EZY Mount  
Fibaro  
Formlabs  
Fujifilm  
Fujitsu  
Grandstream  
HP

ION  
iRevo  
IVSEC  
Konica Minolta  
Kyocera  
Lexmark  
LG  
MakerBot

North Bayou  
Nuki  
Plustek  
Panasonic  
Ricoh  
ScreenBeam  
Seagate  
Shelly

Skaro  
Sony  
Tenda  
TP Link  
Uniview  
Vogels  
Wintal  
Yealink

## Our locations



**Adelaide Distribution Centre and Showroom**  
23 Frederick Road,  
Royal Park SA 5014



**Brisbane Distribution Centre and Showroom**  
2A/40 Barracks Road,  
Wacol QLD 4076



**Melbourne Distribution Centre and Showroom**  
40 Koornang Rd,  
Scoresby VIC 3179



**Sydney Distribution Centre and Showroom**  
Unit 2, Block Y - 391 Park  
Rd, Regents Park NSW 2143

## Contact details

**Phone** 1300 368 348  
**Email** [hello@alloys.com.au](mailto:hello@alloys.com.au)  
**Website** [www.alloys.com.au](http://www.alloys.com.au)

