**TDC and Manufacturer Unique Selling Points**

TDC:

* Leed Certification
* Involves Customers in Innovation through Customer Council
* Top company award stemmed from first and unique development of content management software.
* Content management software includes AI help and monitoring features.
* Only privately held/employee owned company in this marketplace
* Independent certifiers have ranked TDC as being 2.1 years ahead in document management software technology and consulting expertise in the Toledo Market.

PIC:

* 3 Year Worry Free Warranty on all products
* Modular Technology for quick fixes on many repair issues
* Patented Copy Drum for higher quality performance
* Stainless steel constructions means higher quality build

Taejon:

* Innovation awards in copier and document management engineering / technologies
* DirectLink
* Photo Captioning
* InstaStart
* Most refined electronic image editing functionality

*Worldwide:*

* *Award winning employee benefits programs*
* *Mayor recognized as outstanding community contributor in BG OH*
* *Several local and regional awards for outstanding customer service*
* *Loyalist long term clientele*

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|  | **PIC** | **Taejon** | **NCC** | **Sendai** |
| **Position in the marketplace** | Industry leader with cutting edge technology | Provide copiers with the most advanced technology | Basic copiers at affordable prices | Provide high quality and reliable copiers with great service |
| **Products available** | Replaceable modular units for copiers and extended life copy drum | DirectLink networking, InstaStart copying, and Photo-Captain copies | Low advertising expenses, low shipping costs, value chain management | Low to high volume copiers |
| **Services available** | Three-year worry-free warranty and 2-hour response time for weekday emergency repairs | Online support, 24/7 equipment verification, and online auctions | Pays customers for recycled toner cartridge | 24/7 onsite service, 1-800 hotline, free routine checkups, various online resources |
| **Trade in policy** | Follows along with TDC's trade in policy | Same day replacement for copiers that cannot be fixed through maintenance | Follows along with Worldwide's trade in policy | Follows along with Worldwide's trade in policy |
| **Return policy** | Follows along with TDC's return policy | Accepts returns for up to 3 weeks after delivery | Follows along with Worldwide's return policy | Follows along with Worldwide's return policy |
| **Warranty** | Replacement of nonfunctional copiers within the first three years | Standard 1-year warranty for parts and labor | Standard 1 - year warranty for parts and maintenance | All-encompassing 1-year warranty with optional 1-year service plans |
| **Response time** | 2-hour response time during weekday business hours | 4 hour guaranteed response time | 3 hour guaranteed response time | 24/7 onsite service with a 1-800 hotline |