

Cartridge World

Client Name: Greg and Kris Bewley
SBDC Counselor: Mary Giangiordano
SBDC Region: North Central Indiana Small Business Development Center
Business Name: Cartridge World
Type of Business: Refilling ink and toner cartridges while remanufacturing the used ink and toner cartridges
Number of Employees: 5
First Visit: 9/20/2006

Business owners, Greg and Kris Bewley are still celebrating in opening their own business. After twelve long months of careful planning, detailed preparation and a lot of advice, the Bewley's opened Cartridge World on October 8, 2007. The business' primary service is refilling ink and toner cartridges while remanufacturing the used ink and toner cartridges. Cartridge World is located in the Boulevard Crossing Shopping Center located at 2110 Boulevard Crossing in Kokomo, IN.



Cartridge World is part of a franchise based out of Emeryville, California. It is the world's fastest growing ink refilling retailer in the \$80 billion printer cartridge industry. The company refills empty ink cartridges and remanufactures empty toner cartridges for inkjet printers, laser printers, fax machines, and photocopiers with top quality, brand-specific ink and toners; it offers consumers and businesses a more affordable option to buying new, provides a 100% satisfaction money-back guarantee and helps the environment by keeping cartridges out of landfills. Voted #1 in the category of toner replacement services by Entrepreneur Magazine Franchisee 500, Cartridge World has more than 1,500 franchised retail locations in 45 countries. Cartridge World North America was founded in 2003. There are currently more than 600 locations open in the United States, with 800 locations expected by the end of 2007.

The North Central Indiana Small Business Development Center has been instrumental in assisting the Bewley's in providing the proper training tools and providing a Franchise Expert and resource for the Bewley's to confide in. The Bewley's first started thinking about purchasing a business and through Robin Shears' assistance, a franchise resource from The Entrepreneur's Source, and the knowledge they gained from the seminars offered by the North Central Indiana Small Business Development Center; their dream became a reality.

The Bewley's attended three different trainings that were held at the North Central Indiana Small Business Development Center. These included the Pre-Business Workshop, Funding Options for Small Businesses and a two-part Business Planning Seminar. The workshops gave them knowledge in preparing their business plan and guided them in taking their next steps.