



Check out our family of products at www.relyco.com



“Whether providing broad, integrated product offerings or highly specialized, niche solutions in the business printing arena, our reseller partners can be sure that their services continue to be in demand in this changing environment.”

Relyco Business Printing Solutions Opens Door to Reliable Profits!

The new **RELYANCE™ Partner program** – Solutions designed to help you sell.

- Meet your customers’ needs head on with support from the leader in quality, service and satisfaction
- Deeper and consistent sales and relationships through expanding breadth of products
- Marketing, Sales and Consultation assistance to grow confidence in your accounts

Partnership is a powerful tool

Relyco is committed to working closely with a wide range of reseller partners to provide the world-class sales, technical and service expertise today’s end-users demand. Partnerships with Relyco have yielded key benefits to those with whom we work, namely capitalizing on profitable growth opportunities by providing exceptional and innovative solutions that solve the unique problems that financial institutions, retailers, healthcare practitioners, insurance providers, government entities and small-to-medium size businesses of all types face.

A simple, flexible and profitable business framework

Our RELYANCE™ Partner Program has been developed to formalize the value that Relyco brings to our reseller relationships. It is a simple and profitable business framework designed to meet the needs of participants — while remaining flexible enough so that we can work with you based on your individual needs.

The objective of the Relyco Partner Program is to ensure customer satisfaction for all users of Relyco-offered solutions and to enable profitable growth for reseller partners. The program has been specifically designed to create benefits that reward program participants that successfully sell, implement, support or refer Relyco solutions with unprecedented customer satisfaction, profitability and ease.

Expand Profits with Solutions & Brands from Relyco

Laser Check Printing Solutions

Stock & Custom Laser Checks
Business Envelopes
Laser MICR Printers & Toners
Check Writing Software
Substitute Checks/IRDS
Paper Processing Equipment
Tax Forms

Self-Mailer Pressure Seal Solutions

ULTRASEAL® Pressure Seal Checks
ULTRASEAL® Pressure Seal Forms
Custom Pressure Seal Checks & Forms
Pressure Seal Processing Equipment
Pressure Seal Tax Forms

Innovative Laser & Digital Solutions

REIMAGE™ Carbonless Paper
REVLAR™ Waterproof Paper
Laser ID Cards
Digital & Laser Labels
Print Conversion Software
Stock & Custom Forms
Mailing & Processing Fulfillment

Michael Steinberg
CEO, Relyco Sales, Inc.

Levels of Participation

In order to provide a comfortable level for every type of reseller to excel and gain maximum profits, the RELYANCE Partner Program is offered in four levels of participation – Platinum, Gold, Silver and Referral.

Platinum — Our highest and most prestigious, value-added level of achievement, is reserved for reseller partners that provide a demonstrated expertise and commitment to growing revenue in integrating Relyco business printing solutions in a variety of small, medium and large vertical-level applications. (Financial, Health Care, Manufacturing, Education, Government, etc.)

Platinum Partners receive the highest level of benefits, training, marketing and support in addition to an Executive Sponsor within Relyco.

Gold — A level achieved with a commitment to revenue and expertise in addressing needs of market(s), through expertise in a select and predetermined range of solutions – offering comprehensive product knowledge and “value selling” of a Relyco solution applications, consultation and support.

Gold partners enjoy enhanced benefits, plus access to sales resources, marketing assistance, and business planning sessions.

Silver — a designation for partners that have achieved proven success with a value proposition based on specific product selection, ease of procurement and ordering efficiencies. They provide basic product knowledge, implementation support or services; quoting and fulfilling.

Silver partners have access to specific benefits designed to build revenue and meet the needs of their customers.

Referral — Our most basic level of Partnership allows friends and business partners of Relyco to make money by referring contacts to us directly, allowing these contacts to benefit from our industry-leading solutions directly.



Benefits	Platinum	Gold	Silver
Marketing Program Development	X	X Limited	
Opportunity Registration	X	X	X
Joint Promotion	X		
Partnership Recognition on Web site	X	X	X
Access to Relyco Partner Resource Center	X	X	X
Evaluation / Demo Equipment	X		
Sales Leads	X	X	
Dedicated Account Management	X	X	
Product Roadmap Consultation	X		
Joint Sales Plan Development	X		
Annual Business Planning Assistance	X		
Quarterly Business Meetings	X In Person or Web	X Web upon request	
Executive Sponsor	X		
On-Site Sales Training	X		
Web-based Sales Training	X	X	X
Free Samples	X	X	X
Premier Pricing	X		

About Relyco

Relyco is the leading provider of business forms, laser & digital print solutions, checks, and pressure seal checks & forms.

Understanding and meeting our clients' needs is always our first priority. www.relyco.com.

To find out more

For more information about the RELYANCE™ Partner Program or how to apply for membership, please contact us at **1-800-777-7359** – email info@relyco.com or register on our web site for a partner kit of information to be sent to you.