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## Metawatch enters Inkjet Cartridge Market!

On January 1<sup>st</sup> 2003 Metawatch (founded 1999) entered into a new E commerce business enterprise.

Metawatch recognized that

**Printer Manufacturers were pricing their inkjet cartridge products well above that required for standard retail pricing markets.**

Metawatch explored various business plan options towards bringing reasonably priced merchandise to the

general public. The result was the development of an

**E Commerce model with direct from the manufacturer distribution.**

By utilizing a Web based store model, Metawatch is able to electronically receive orders and verify credit card authorizations in real time eliminating costly back office overheads.

Similarly, by a direct from the manufacturer distribution model, overhead costs are further reduced by

the elimination of inventory and storage facilities.

As a result

**Metawatch is strategically positioned to provide the lowest possible purchase prices to the general public while offering the fastest door to door delivery of inkjet products available.**

## Metawatch sells Cartridges and Refills!

Metawatch recognized that not only are exorbitant prices being charged for Inkjet cartridges by the OEM manufacturers but that these cartridges are simply discarded after a single use. In these times of economizing and environmental concern, the thought of simply discarding cartridges after a single use is wasteful. As most cartridges are simply repositories for the ink, and have no electrical mechanical components,

they are reusable products that can be refilled.

**Metawatch recognized that for consumers who are willing to take the extra effort of refilling their existing cartridges, that they can extend their life tenfold.**

Many of the OEM printer manufacturers recognized that there were consumers willing to make use of these ink refill products, and they imbedded into their

cartridges electronic circuits to circumvent the re-use of these products.

**Metawatch provides a variety of tools to allow for the "resetting" or re-use of these OEM cartridges to allow for multi-use.**

Kits can be purchased that allow for the re-use of existing circuits or replacement cartridges can be purchased with new circuit assemblies.

## Customer Satisfaction



### 100% Satisfaction Guarantee

Metawatch recognized that many consumers are wary of purchasing of OEM compatible products even though substantial cost savings could be derived from their use.

**Metawatch offers a 100% satisfaction guarantee to its customers.**

Customers can return the merchandise within 30 days of purchase for any reason, and we will provide a full refund or replacement (less shipping charges).

Refunds will be credited back to the customer credit card within 7 days of receipt of returned merchandise.

Metawatch also sells OEM refurbished cartridges, and they are covered under the terms and conditions of their respective manufacturers' warranties.

### Quality

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*"Metawatch uses distributors who are certified as ISO 9002 compliant."*

Metawatch's business model is dependant on a recurring customer base to minimize advertising costs. To ensure maximum customer satisfaction

Metawatch has ensured that their products are manufactured and distributed under the strictest of quality standards.

Metawatch uses distributors who are certified as ISO 9002 compliant to ensure consistent quality throughout the purchasing though delivery process lifecycle.

**All products are delivered via Canada Posts Expedited Parcel services, ensuring door to door delivery.**



### 90 Day Warranty!

Metawatch recognizes that circumstances arise where products may arrive damaged.

**Metawatch offers a full 90 day replacement Guarantee for any item that is damaged or defective**

when it arrived, or is the wrong item. In addition Metawatch warrants replacement of any products whose performance or quality is not up to expectations. All returned products require an RMA prior to being

returned to ensure confirmation of receipt and subsequent product replacement.

3 Wintergreen Drive  
Stittsville, Ontario  
K2S 1E5

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(613) 831-9811

Toll Free (Canada)  
1-(866) 497-9606

FAX:  
(613) 831-5307

E-MAIL:  
marketing@metawatch.ca

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**We're on the Web!**

**See us at:**

[www.metawatch.ca](http://www.metawatch.ca)

## Compare Prices! Save 50% or more..

After an extensive review of the competitive market, **Metawatch has positioned itself to offer 50% discounts, and more from OEM pricing.** Company President Ken Flack says "We specialize in Inkjet supplies only, and as a result are strategically motivated

to ensure we offer maximum value to our customers. Unlike major supply distributors like Grand and Toy or Staples who offer thousands of products, we must ensure that we offer the best possible price and services to our customer base." Metawatch feels that by specializing in the Inkjet Product vertical

market it can offer unsurpassed savings to its customers while remaining competitive with all major Office Supply retailers. Metawatch's product marketing via "Customer Testimonials" ensures the lowest possible marketing cost further enabling Metawatch to maintain its' low product costs.

## Promotional discounts offered to Customers

As part of Metawatch's dedication to its customer base, Metawatch is offering additional discounts above those already advertised in list pricing, for repeat customers and those that recommend the site to

others. Metawatch is committed to growth from its customer base. By returning further savings to customers for promoting its site Metawatch is positioned to increase its customer base while keeping

marketing and advertising costs minimized and maximizing customer savings.

Get 10% off listed prices by entering *NRM1V1* in the rebate box when ordering. Offer valid March 1<sup>st</sup> to March 31<sup>st</sup> 2003.

## Free Shipping

Metawatch's direct from the manufacturer distribution model takes into account required shipping and handling costs as a flat rate for all deliveries. In order to

maximize savings customers are encouraged to purchase multiple units thereby minimizing the impact on pricing of shipping and handling costs. Metawatch

offers **free shipping on all orders exceeding \$90.00 cdn.** after discounts (Excluding Shipping & Handling charges).

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# MetaWatch

THE STORE

for all your Inkjet Printer Supplies

[WWW.METAWATCH.CA](http://WWW.METAWATCH.CA)

3 Wintergreen Drive, Stittsville, Ontario, K2S 1E5  
Phone: (613) 831-9811 Email: [marketing@metawatch.ca](mailto:marketing@metawatch.ca)

# Sample Pricing

OEM Part Number	Printer Model Numbers	Colour	Unit Price
Canon BJI-201 BK	Canon BJC-600/600j/600s/600e/610/610jw/620/620jw/680j/820J/880J; Apple Color StyleWriter/Color Stylewriter Pro	BLACK	\$6.50
Canon BJI-201 CY	Canon BJC-600/600j/600s/600e/610/610jw/620/620jw/680j/820J/880J; Apple Color StyleWriter/Color Stylewriter Pro	CYAN	\$6.50
Canon BJI-201 MA	Canon BJC-600/600j/600s/600e/610/610jw/620/620jw/680j/820J/880J; Apple Color StyleWriter/Color Stylewriter Pro	MAGENTA	\$6.50
Canon BJI-201 YE	Canon BJC-600/600j/600s/600e/610/610jw/620/620jw/680j/820J/880J; Apple Color StyleWriter/Color Stylewriter Pro	YELLOW	\$6.50
Canon BCI-21 BK	Canon BJC-2000/2000sp/2100/4000/400J/410J/4100/4200/4300/4304 Photo/4310SP/4400/4550/4650/5000/5100/5500; Canon Multipass C-20/C530/C545C/C560/C635/C2500/C3000/C3500/C5000/C5500/UF-344;	BLACK	\$4.50
Canon BCI-21 C/M/Y	Canon BJC-2000/2000sp/2100/4000/400J/410J/4100/4200/4300/4304 Photo/4310SP/4400/4550/4650/5000/5100/5500; Canon Multipass C-20/C530/C545C/C560/C635/C2500/C3000/C3500/C5000/C5500/UF-344;	C/M/Y	\$10.00
Canon BCI-10	Canon B J-30/30v/35v/35vII/50v/80v; BJC-50/BJC-70/BJC-80/BJC-85/BN700C; Apple Color StyleWriter 2200	BLACK	\$13.99
Canon BCI-11 B	Canon B J-30/30v/35v/35vII/50v/80v; BJC-50/BJC-70/BJC-80/BJC-85/BN700C; Apple Color StyleWriter 2200	BLACK	\$9.00
Canon BCI-11 C	Canon B J-30/30v/35v/35vII/50v/80v; BJC-50/BJC-70/BJC-80/BJC-85/BN700C; Apple Color StyleWriter 2200	C/M/Y	\$17.50
Canon BCI-3 BK	Canon BJC-3000/6000/6100/6200/6500	BLACK	\$11.00
Canon BCI-3 C	Canon BJC-3000/6000/6100/6200/6500	CYAN	\$10.50
Canon BCI-3 M	Canon BJC-3000/6000/6100/6200/6500	MAGENTA	\$10.50
Canon BCI-3 Y	Canon BJC-3000/6000/6100/6200/6500	YELLOW	\$10.50
Canon BCI-3 PBK	Canon BJC-3000/6000/6100/6200/6500	Photo Bk	\$11.99
Canon BCI-3 PC	Canon BJC-3000/6000/6100/6200/6500	Photo C	\$11.99
Canon BCI-3 PM	Canon BJC-3000/6000/6100/6200/6500	Photo M	\$11.99
BCI-5BK BCI-6BK	Canon BJC-8200	BK	\$10.50
BCI-5C BCI-6C	Canon BJC-8200	C	\$10.50
BCI-5M BCI-6M	Canon BJC-8200	M	\$10.50
BCI-5Y BCI-6Y	Canon BJC-8200	Y	\$10.50
BCI-5PC BCI-6PC	Canon BJC-8200	Photo C	\$10.50
BCI-5PM BCI-6PM	Canon BJC-8200	Photo M	\$10.50
Canon BCI-24 B	Canon S200/S300	Bk	\$6.99
Canon BCI-24 C	Canon S200/S300	C/M/Y	\$12.50
Epson S020025	Epson Stylus 400/800/1000/1000+; M J-400/500/1000/1000V2/1100	BLACK	\$13.99
Epson S020034	Epson M J-900C/910C; Stylus Color; Stylus Pro/ Pro XL/Pro XL+	BLACK	\$11.49
Epson S020036	Epson M J-900C/910C; Stylus Color; Stylus Pro/ Pro XL/Pro XL+	C/M/Y	\$20.00
Epson S020047	Epson Stylus Color 200/III/Is; Stylus 200/820	BLACK	\$12.00
Epson S020049	Epson Stylus Color II/IIIs/1500; M J-1500/1500K/1500k+	C/M/Y	\$20.00
Epson S020093	Epson Stylus Color 400/500/600; Stylus Photo 700/710/EX/EX2/EX3; IP-100	BLACK	\$12.00
Epson S020097	Epson Stylus Color 200/500; Epson M J-500/510C/510CS/610CS	C/M/Y	\$19.99
Epson S020108	Epson Stylus Color 800/800N/850/1520; Epson M J-930C/6000C	BLACK	\$12.00
Epson S020089	Epson Stylus Color 400/600/800/850/1520	C/M/Y	\$17.99
Epson S020110	Epson Stylus Photo 700/710/EX/EX2/EX3; PM-700C/2000C; IP-100	C/M/Y c.m	\$16.00
Epson S020138	Epson Stylus Color 300	C/M/Y BK	\$17.99
Epson S020187	Epson Stylus Color 440/460/640/660/670; Epson Stylus Photo 720/750/1200	BLACK	\$12.00
Epson S020189	Epson Stylus Color 740/740i/760/860/1160	BLACK	\$12.00
Epson S020191	Epson Stylus Color 440/460/640/660/670/740/740i/760/860/860/1160	C/M/Y	\$19.99
Epson S020193	Epson Stylus Photo 720/750	C/M/Y c.m	\$16.00
Epson T001011	Epson Stylus Photo 1200	C/M/Y c.m	\$25.00
Epson T003012	Epson Stylus Color 900/900N/900G/980	BLACK	\$15.00
Epson T005011	Epson Stylus Color 900/900N/900G/980	C/M/Y	\$25.00
Epson T013	Epson Stylus Color 480/580/C40UX	BK	\$15.00
Epson T014	Epson Stylus Color 480/580/C40UX	C/M/Y	\$20.00
Epson T019	Epson Stylus Color 880/880i	Bk	\$15.00
Epson T020	Epson Stylus Color 880/880i	C/M/Y	\$20.00
Epson T007201	Epson Stylus Photo 1270; 1280; 780; 785EPX	Bk	\$19.00
Epson T008201	Epson Stylus Photo 780; 785EPX; 870; 875DC	C/M/Y c.m	\$24.00
Epson T009201	Epson Stylus Photo 1270; 1280	C/M/Y c.m	\$24.00
Epson T015201	Epson Stylus Photo 2000P	Bk	\$20.00
Epson T016201	Epson Stylus Photo 2000P	C/M/Y c.m	\$25.00
Epson T017201	Epson Stylus Color 680; 777; 777i	Bk	\$19.00
Epson T018201	Epson Stylus Color 680; 777; 777i	C/M/Y	\$24.00
Epson T026	Epson Stylus Photo 810/820	Bk	\$19.00
Epson T027	Epson Stylus Photo 810/820	C/M/Y c.m	\$24.00
Epson T028	Epson Stylus Color C60	Bk	\$19.00
Epson T029	Epson Stylus Color C60	C/M/Y	\$24.00
Epson T032140	Epson Stylus C80 / C82	Black	\$33.00



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