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NASHVILLE'S NEWSPAPER

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NovaCopy muscling into city

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NovaCopy Inc., an office machine distributor, has recently moved its headquarters to Nashville from Memphis to take advantage of Music City's strategic location and market potential. In addition to its state-of-the-art office equipment, the company provides a unique electronic software system, to store and manage paperwork.

Its principal market is small and medium sized companies.

Daren Metz, president of NovaCopy, moved here last month from Memphis in the first phase of a

planned move to Nashville. The rest of the headquarters is to move here over the next 15 months.

"We are presently looking for a permanent location for our main office," said Metz. "Our preference is to buy and build, but there is little property available in the strategic area we prefer around Nashville, Brentwood and Franklin, so we will probably end up leasing."

The six-year old company distributes Panasonic and Konica Minolta office equipment. To assist with the latest machines that incorporates copying, printing, faxing and scanning; the company has de-

veloped software to tie all the functions together.

The software system, called NovaFile, is essentially an electronic database management system, Metz said. It allows customers to archive and retrieve invoices, statements and correspondence including through the use of the Internet, he continued.

It helps save time and money by eliminating duplication of effort in a network environment, Metz continued.

Competition is keen in the industry and there are a number of competitions that have been in **CONTINUED ON PAGE 9 >**

Copier firm moves HQ to Nashville

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Nashville for a long time.

"The addition of competition to the market makes things more interesting," said Hunter McCardy, vice president of sales and marketing for RJ Young & Co. of Nashville. "This is not a growth industry since the market has remained flat for some-time. For a company to be successful it is going to have to add value."

NovaCopy plans to start venturing to other states once its move to Nashville is complete at the end of 2005.

"We are a \$13 million company now," said Metz. By 2010, we plan to have 10 branches doing \$100 million in business.

The company is looking to hire additional sales representatives in the area right away. Cities to be targeted next are Chattanooga and Atlanta.

Presently NovaCopy has 10 of its 70 employees in Nashville, where it has an office in Antioch. 