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Young, aggressive sales reps fuel NovaCopy growth

BY JANE ALDINGER

Founded in 1998, NovaCopy, Inc., has emerged as a local industry leader in the copier dealership network as it continues to multiply its revenues and local employees.

The business is a full-service distributor of multi-function devices manufactured by Panasonic and Minolta. The MFDs function as copiers, printers and scanners, and NovaCopy provides sales, distribution, installation and on-site maintenance services of the machines.

NovaCopy, Inc.
Full-service distributor of multi-function devices
President: Darren Metz
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Phone: 388-3399
Web site: www.novacopy.net

Darren Metz, president of NovaCopy, founded the company

after selling out his inherited business, Office Equipment Service, to US Office Products. US Office Products went bankrupt after the sale, and Metz says he saw that the "office copier industry was ripe for change."

"Industry catalysts led me to believe a new competitor could spring up to corner the market shift from simple, stand-alone copying machines to more complex print/scan/copy/fax MFDs that require computer networking expertise to sell and service," he says.

Starting with three employees in 1998, Metz now employs 71 in three Tennessee branches in Memphis, Jackson and



Alex Brandon and Darren Metz are transforming the office copier industry.

Nashville. He says the work force he employs is much of the reason that NovaCopy has experienced its rapid growth.

"I'm extremely proud, primarily of our people and their accomplishments," Metz says. "My whole business plan is hiring kids fresh out of college. Just last week a sales rep earned a five figure commission check — that's when I feel more proud of the people and what they're doing."

The average age of a NovaCopy employee is 28, and he says the strategy of hiring young, aggressive marketers has helped his company excel.

Jackie Quinn, assistant vice president with Boyle Investment Co., had previously done business with OES but was bidding out for new copiers last year and hired NovaCopy for Boyle's offices.

"For someone like myself who deals with a variety of printing needs, Nova-

Copy was able to address those needs and provide a product that really covers all the bases," Quinn says.

Quinn says she continues to be pleased with NovaCopy's response to maintenance issues.

"Their service has been incredible," she says.

In addition to the machines themselves, Metz has developed proprietary software called NovaFile, an electronic filing system that can scan and organize original paper-based documents that aren't in an electronic file format.

"We're the only company of our type in the Mid-South that's written our own document-imaging software," he says. "NovaFile is really a key strategic product for us. This is our own technology that works hand in hand with (MFDs), enabling our business customers to get the most use from them."

For the future, Metz has set his business plan to a slogan, "10-10-100," signifying 10 branches totaling \$100 million in revenue by the year 2010.

He says he will concentrate the company's growth in the Southeast, partly because the nature of the business requires cold call sales.

"We want to thrive and grow in what I call the 'ya'll district,'" Metz says. "Gentility and common courtesy extended to business callers in the South is a key part of our business plan."

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Thank You



NovaCopy has provided First Tennessee Bank and First Horizon Home Loan Corporation the latest innovations in copier technology. We have successfully implemented hundreds of Panasonic Workio's nationwide for printing, scanning, copying and faxing. They perform very well and your service is outstanding. Congratulations to NovaCopy on this well-deserved nomination!

Thomas F. Baker IV Executive Vice President
Corporate Real Estate & Administrative Services
**First Tennessee/First Horizon
National Corporation**

NovaCopy has meant so much to Catherine's Corporation. Your copiers have provided excellent quality and performance. What I've enjoyed is the response time when we needed supplies or had a service call. Congratulations again on being a nominee in this year's Memphis Business Journal Small Business Awards!

James Jordan Manager
Catherine's Corporation



Boyle has worked with NovaCopy since 1998. They have always provided prompt, reliable service. Whenever we have a problem, they respond immediately and always offer a solution that fits our company's requirements. We have the utmost confidence in NovaCopy and have found them to be extremely trustworthy, ethical, dependable, and accountable. They constantly provide on-the-spot service that continues to exceed our expectations.

As a satisfied customer of NovaCopy I'd like to congratulate NovaCopy for being nominated for this prestigious award. Based on their service to Boyle, it is certainly well deserved.

Jackie Quinn Assistant Vice President
Boyle Investment Company

NOVACOPY

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