

# TOP UP

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# DEALER SUPPORT

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 The dealer focusing on workplace health
- **ANOTHER DIMENSION**  
 The rise of 3D printing

## 60 Seconds with... Kiran Mistry



Kiran Mistry, MD of COLOP UK, talks stamps, technology and the need for office products companies to be fleet of foot

### In no more than 50 words, what does your job involve?

To ensure the smooth running of COLOP UK and to help my team achieve and manage the sales growth, customer service levels and financial goals we target ourselves with.

### What's the best day's work you've ever done?

Three years ago, we set up a new division overnight to fill the gap of a company liquidated that afternoon and today it delivers 40% of our sales revenue and has added a new string to our bow.

### What is the best office product/service ever invented?

I love gadgets, anything that makes my life easy and richer – the invention of the self-inking stamp, there by avoiding the need for a separate ink pad and messy ink, I will argue is the best office product ever.

### How do you think office supplies/services resellers need to adapt over the coming year?

The traditional office products supply chain is in the process of collapsing. Speed of delivery/quality of service and the ability to be 'fleet of foot' are features that you need to take on board with this change. I still strongly believe people buy from people – the personal touch needs to be an inherent part of your company's offering alongside e-commerce nirvana.

### What's new in the world of stamps?

Personalisation is key for today's consumers and our NEW COLOP Printer 7 was designed with the individual's needs in mind. It's compact, highly engineered, easy to use and, most importantly, it provides clear impressions with its see-through window. The extra-large index window can be used for corporate advertisements,

branding and also, a picture frame for those family/holiday pictures. Particularly relevant as many stamps spend their time sitting on the users desk. This product will be the new street brand.

### How can resellers sell more stamps/stamping products?

It is often not appreciated the range of marking options that stamps provide and the different markets they serve. By engaging with COLOP UK, we can show you the sales opportunities for loyalty stamps costing a few pounds through to top end electronic stamps which retail at £1500. We have monthly and quarterly promotions that serve to inform, educate and excite the end-user.

### What office technology/ies do you think will have the biggest impact on the way businesses work going forward?

Mobile platforms and cloud technology. 