

Resellernews

Fuji Xerox programme says thanks to channel

Reward points offered for eligible printer sales

By Reseller News Staff, Auckland | Thursday, October 15 2009

Fuji Xerox is saying "Kansha" - Japanese for thanks - to partners with a new channel programme.

The Kansha scheme providers reward points for eligible sales of Fuji Xerox printers, and the points can be exchanged for homewares, gift vouchers, dining, electronics products and travel.

The programme is only being offered to ANZ partners. The name Kansha reflects the company's Japanese heritage.

"We wanted our channel partners to know what a vital part of our business they are by showing our appreciation for their hard work. With Kansha, we are offering our channel partners the opportunity to redeem reward points for a gift of their choice as a way of saying thank you," says ANZ marketing manager Brad Monsborough.

Monsborough says there is no end date for the programme.

"However we don't want partners to sit on the points. Fuji Xerox is a 100 percent channel company so we encourage as many resellers to take part in the programme as possible."

Participating partners must register online for Kansha, after which they can check their points balance and browse the online catalogue. There is a separate online portal for New Zealand partners. At present, 18 local channel partners have signed up for the programme.

Monsborough hints that the company is planning a reseller recruitment drive but couldn't release further details yet.

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