



## BuyToner.com Launches Custom Design & Search Friendly eCommerce Website

### Cheap Office Supplies Inc. Spins Off BuyToner.com To Offer Discount Ink & Toner Sales Online

Lakewood, NJ (9.25.08) – With online sales soaring, Janet Arora, President of Cheap Office Supplies, Inc., thought it was time to expand her online presence by offering a discount ink & toner website.

“There is no doubt that we have had success with our current online business model for CheapOfficeSupplies.com. Using the same type of strategy, we decided to spin off an ink & toner website,” confirms Mrs. Arora.

And what is it that makes BuyToner.com a smart choice for the consumer? According to Mrs. Arora, “We are up to 10-20% cheaper than the big chain stores, offer free 1-2 business day delivery with no minimum order, have multiple distribution points across the U.S. and most importantly, focus on customer service”.

All that said, Mrs. Arora feels the design of the new site is a step above other online supply sites and that it’s even easier to use. The new site uses the [AOS Ware](#) eCommerce engine, which provides the entire product catalog, checkout and administrative features. BuyToner.com also contracted [Fortune Web Marketing](#) to provide the new, custom design as well as Search Engine Optimization techniques.

“Anyone can launch a new eCommerce website within this industry, but they must have a solid online business plan that includes a marketing mix of on *and* offline media. With BuyToner.com, as we have done with CheapOfficeSupplies.com, we began with Search Engine Optimization and Pay-Per-Click ads on various engines. It will be very exciting to add to the marketing mix with E-mail Campaigns, Social Search and some traditional advertising & direct mail efforts as well,” states Jennifer Stine, President of Fortune Web Marketing.

As BuyToner.com increases its presence within the online world, Mrs. Arora is already looking for the next online opportunity, “There is enough business in this industry for even the smallest of companies to gain a share of online sales. We never asked why, we simply asked when & how it could be done”.

#### About BuyToner.com

BuyToner.com sells discount ink, toner, printing supplies, business machines, data media and office accessories online. In addition to offering weekly promotional and sale items, we provide free shipping (with no minimum order), within 1-2 business days. For more information, or to browse our product catalog please visit [BuyToner.com](#). BuyToner.com is a woman-owned enterprise.