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To Whom It May Concern:

As a business owner interested in not only the "bottom line", but also the image conveyed through the documents my business produce, I can whole heartedly recommend Xerox and their full line of products and services.

Prior to becoming a satisfied Xerox customer, I thoroughly researched other vendors and found Xerox to offer the best value. Xerox's sales and service teams bring outstanding customer service and their products and services are the benchmark in the industry. I would have been willing to pay a premium for the exceptional quality that Xerox adds to the documents that are out there representing my business. However, Xerox offered this quality at a lower price point than the other vendors I was considering.

I strongly recommend other companies and organizations to consider Xerox if quality and value are important to you.

Sincerely,

Brian K. Clarke