

Image Access Slashes WideTEK US\$ Prices

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For Immediate Release

Image Access slashes prices on its WideTEK sheet feed scanners for the US, Canada and Latin America effective September 1st. This bold move underscores the company's commitment to offering its customers the best value in a rapidly evolving market.

Image Access, the technology leader in the wide format scanner industry, has made this decision in order to share the latest developments that justify price reductions with its customers. Depending on the model, prices have been reduced by up to \$2,500, e.g. the WideTEK 36 CCD scanner. Prices for bundles with stand, warranty and batch scan software have been reduced by up to \$3,000.



Increased Production Numbers and Market Share

Image Access has significantly ramped up production and was able to capture a larger market share from its competitors worldwide. This growth of more than 20% per year has not only increased the company's production capacity, but also enabled it to offer more competitive prices.

Reduced Cost of Raw Material

Following a recovery in global supply chains, the cost of raw materials has substantially decreased. This reduction has had a direct impact on the cost structure of sheet feed scanners, benefiting WideTEK customers.

Strong USD Against EUR

The strength of the US dollar against the Euro has further reduced the cost of importing our products Made in Germany to the US. The favorable exchange rates present another opportunity to pass on cost savings to customers through lower prices.

Thomas Ingendoh, CEO of Image Access: *“While our competitors are raising prices every year, we have committed ourselves to provide the best price-performance ratio to our customers. In a direct comparison, we are now the price leader even against the slowest scanners of other vendors. And that's not even considering the fact that our scanners don't even need a PC to work.”*

About Image Access

Image Access is renowned for its innovative scanning solutions, providing cutting-edge technology and exceptional value to customers across the globe. With a focus on efficiency and customer satisfaction, the company continues to set industry standards in imaging technology