

Recharger Magazine's INDUSTRY ALL-STARS



The Roster

(Back) Avi Wazana and Yoel Wazana, MSE; Mike Wendt, Laser-Tech; Tricia Judge, Recharger Magazine; Lester Cornelius, Optical Technologies. (Middle) Bill Swartz, Static Control; Judy Wendt, Laser-Tech; Tom Goebel, Toner Plus. (Front) Bob Daggs, GRC; Yvon Levaille, Teckn-O-Laser. Plus, not pictured, the All-Stars in customer service.

(Photo by Bob Daggs.)

Photo illustration by Nathan Hess)

And the MVP is...

Major League Baseball's All-Star game, like so many accolade-conferring programs, feeds many a heated water-cooler debate. Everyone has an opinion on a favorite hitter or fielder. So many deserve

Technical All-Stars

'Cartridges Don't Lie

by Tricia Judge, Recharger Magazine

It may only be a few years old, but readers believe that Micro Solutions Enterprise has the wisdom of technology on its side. The Chatsworth-based, six-year-old remanufacturing company is a phenomenon not only for its age, but also for its meteoric growth rate and indefatigable leaders, brothers Yoel and Avi Wazana.

Readers cited the following reasons for MSE's selection as a company committed to the technological advancement of the industry:

- "Outstanding quality."
- "Joda Paulus is downright brilliant."
- "Commitment to the success of industry products."
- "Technology plus prompt response and a well-trained, knowledgeable staff."
- "They (the Wazana's) have changed the whole industry."
- "Their growth rate is testimony to their quality control."

MSE developed a special proprietary Intelligent Reengineering™ process for the production of toner cartridges for laser printers, personal copiers and plain paper faxes. Yoel is the guardian of quality at MSE, and after overcoming substantial obstacles to build his business, he takes this role very seriously.

MSE's quality control process incorporates a computer database that allows MSE to log and track every cartridge. "Cartridges don't lie," Yoel said. "We can learn everything we need to know from the cartridge itself."

Two labs are dedicated to quality control and research and development. "We take pride in the fact that we have

more quality assurance and engineering personnel than sales associates," Avi said. "We also built a training center on premises for on-going education sessions for our employees and customers. We invest countless hours to make sure our employees are experts in their trade."

MSE understands the importance of the human element that is a key component in cartridge remanufacturing. Cartridges are produced by teams, and the teams have friendly competitions. Winning teams and team members get cash prizes and benefits like free lunch for a month.

MSE likewise provides opportunities to employees after hours, such as classes to improve speaking skills.

The resulting company and its products have garnered acclaim – and now recognition – for its technological advancements. "We are not the cheapest cartridge seller on the block and we don't want to be," Yoel said. "We sell quality, service and value."

"I believe MSE is advancing so rapidly because of the thought, as well as the funds, that are being devoted to R&D and QC," said Joda Paulus, MSE's research and development man-

ager. "We have the specialized equipment needed to analyze and conclude tests, but more importantly we understand how to apply these machines to achieve the best quality, whether daily component approval or research of a component."

Paulus, a mechanical engineer, previously designed and tested medical devices such as those used to filter blood. "He is a really picky guy," Yoel said. "He sees what we don't see. He will not let me release a new cartridge until it has undergone his thorough battery of tests. I've told him that a cartridge isn't supposed to work on the moon."

Despite the company's rocket-pace success, the Wazanas see MSE and their leadership as works in progress. They devote a great deal of resources to self improvement, even if the process is painfully arduous. As the results are realized, MSE's customers will benefit.

Having learned hard lessons from life early on, the Wazanas have built their company with raw zeal and long hours. Those investments have paid off in a burgeoning company and one that is now saluted by its peers. ■



Photos by Bob Daggs