



Sharp Receives Editor's Choice Award for 2011

In May this year, Sharp Corporation received the prestigious Editor's Choice Award from Better Buys for Business. The award recognises Sharp's MX-2610N, MX-3110N and MX-3610N models in the colour copier category.

Sharp Managing Director, Jan Nicol says, "We're pleased to receive this award. It reconfirms our commitment to providing the best in high-class, reliable and innovative document solutions."

Better Buys for Business is a US-based information provider that facilitates businesses in making informed decisions when purchasing office equipment. Their experts conduct thorough research spanning over three million decision makers worldwide.

The easy-to-read reviews feature recently-released products (copiers, printers, faxes and scanners) that offer consumers the greatest level of performance and value for money.

Better Buys for Business' revenue is earned solely from the sale of reports, not advertising, making them completely unbiased.

Ms Nicol is particularly proud of the models recognised. "They are easy to use, flexible, eco-friendly devices that complement the needs of the New Zealand market," she says. "Our touchscreen user interface is highly intuitive and with the availability of smartphone integration, they further underline Sharp's position as a world leader in the document solution industry."

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