


Muratec named top secondary manufacturer in 2006 [Print Friendly](#) 
BTA Channel's
Choice survey

PLANO, Texas (April 11, 2006) – Muratec America, Inc., manufacturer of multifunction office equipment and business productivity solutions, announces today that the company has received the “Outstanding Performance - Secondary Product Line” award from the 2006 Business Technology Association (BTA) Channel's Choice survey.

Muratec receives the top secondary manufacturer honor as a result of its overall rating from four surveyed categories including: Corporate Support, Marketing Distribution, Product Line and Digital-Connected Products. Muratec swept all four categories against various other brands in the secondary manufacturer category.

This is the third time Muratec has been named top secondary manufacturer in the Channel's Choice survey. The company received the award in 2003 and 2004, finishing second in 2005.

“We're very pleased to recapture this award from the BTA,” says Yutaka Moriwaki, Muratec America president and CEO. “Our distribution strategy focuses exclusively on the independent office solution dealer channel, so to be recognized for this award is extremely gratifying. Muratec employees take great pride in proving our dealers with superior products, service and support, and I believe this validates their efforts.”

2006 marks the 17th year for the Channel's Choice award, according to the BTA. The annual survey recognizes outstanding providers in the imaging solutions industry. The survey asks more than 3,000 dealers to rate their primary and secondary OEM suppliers; the same series of questions applies to both primary and secondary manufacturers.

“The Channels Choice program provides dealers with a means of honoring those vendors that are most supportive of the BTA channel,” said 2005-06 BTA President Mark Naylor. “Since 1989 we have honored deserving vendors for offering outstanding products and an exceptional level of performance and support. We congratulate Gestetner, Panasonic and Muratec as this years winners and express our sincere thanks for their exceptional support of the BTA channel.”

Visit the Business Technology Association web site at www.bta.org for more information regarding the 2006 Channel's Choice awards.

About Muratec:

Muratec America, Inc. is a manufacturer of multifunction digital office equipment and business productivity solutions. The company is a Plano, Texas-based subsidiary of Murata Machinery, Ltd., a privately held multinational corporation based in Kyoto, Japan. Visit www.muratec.com for more information.

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