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Article published - Jan 14, 2008

TECHNOLOGY: American TonerServ makes fifth acquisition, names Mache chairman

by [Loralee Stevens](#)
Staff Reporter

SANTA ROSA – American TonerServ continued its acquisition strategy with the purchase of Tonertype of Florida LLC, the fifth independent printer supplies and services provider that the Santa Rosa company has taken under its corporate umbrella in the past 18 months.

ATS also announced it has appointed independent director Chuck Mache chairman of the board. “Chuck’s appointment as chairman will allow me to focus my time on the management of meeting our goal of profitability,” said ATS founder and CEO Dan Brinker.

The two men worked together at publicly traded home appliance insurer American Home Shield, where Mr. Mache served as executive vice president of sales.

ATS now serves its 7,000 customers in more than 30 states through its family of companies in the printer services and supplies industry.

“Our strategy is to buy profitable companies in the \$3 million to \$15 million range with proven leadership and make them better at what they do,” said Mr. Mache.

The acquired companies are left in place, but with resources to expand their client base and the benefit of back-end business management services. Tonertype, which ATS acquired for approximately \$4 million, had about \$5.6 million in revenue in 2007.

“In the pipeline are 23 companies with average revenues of \$3.4 million and combined revenues of \$78 million,” said Mr. Mache. “They have all expressed interest in becoming a part of ATS.”

ATS (ASVP.ob) is publicly traded over the counter. With the acquisition of Tonertype, the company has an annual revenue run rate of just over \$10 million.

The company’s plan is to acquire three to five percent of the printer supplies and services market, representing approximately \$250 million, said Mr. Mache.

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