

COUNSEL and Midwest Office Automations Join the Visual Edge Family

Visual Edge Technology Inc. announces increased coverage in western Iowa and eastern Nebraska.

North Canton, OH — March 6, 2018 — Entrepreneurs make their careers out of knowing when to answer when opportunity knocks. So when Visual Edge Technology, Inc. expressed interest in bringing Joel Longtin's thriving office technology companies, COUNSEL and Midwest Office Automations (MOA) onboard, Longtin had no hesitation in joining the Visual Edge family.

The acquisition marks Visual Edge's 22nd since it started acquiring companies nationwide. "As we continue to build out our national strategy, our focus remains seeking successful entrepreneurs, like Joel Longtin, who want to join our strategy," says Visual Edge's vice president of business planning and analysis, David Ramos.

COUNSEL and MOA are total office solutions providers of copiers, printers, 3D printers, document management, and IT services. While Visual Edge provides back-room efficiencies and administrative support to both organizations, the day-to-day operations of the companies will remain unchanged, serving the western half of Iowa (COUNSEL), led Mark Rasmussen and the eastern half of Nebraska (MOA), led by TJ Goltl.

"Joel will continue to run both operations the same way he has since the day he owned them," added Ramos, "We wanted COUNSEL and MOA for a few reasons—Joel's extensive business acumen, his company track record of success and the footprint of both businesses."

The company, founded 27-years ago, is no stranger to mergers. In fact, COUNSEL and MOA are the products of four previous acquisitions. In 2004, Joel and Karen Longtin bought Bro Business of Harlan, IA and changed the name to COUNSEL. In a strategic move in 2011, the Longtins acquired MOA and expanded their technology offerings to Nebraska, maintaining the leadership position of its minorship partner, Goltl.

"Successful businesses are driven by the satisfaction of their customers and their employees, and I am constantly evaluating how we can deliver the absolute best experience for both," says Longtin. "In an industry that is rapidly evolving and consolidating, this partnership supports COUNSEL and MOA now and into the future."

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About Visual Edge Technology

Visual Edge Technology, a family of Imaging Solutions Companies, incorporates a strategy of operating through established dealerships across the U.S. focused on providing a broad line of office solutions including the sale and service of automated multifunction products, wide format solutions, manage print services, document management software, network management services, and IT solutions. Visual Edge sells products supplied by Konica Minolta, Canon, Kyocera, Sharp, Samsung, and Muratec. Through

its acquisition strategy, Visual Edge will continue to identify successful companies that focus on providing simple solutions to complex challenges.

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