

TUESDAY UPDATE | PRINTABLE BUSINESS SOLUTIONS

Avery and Randmar: more ways to put your printer to work.

A printer is only the starting point. Avery specialty products help turn compatible printers into practical tools for marketing, identification, organization, events and creative projects.

01 CREATE BUSINESS MATERIALS Produce business cards, tent cards and name badges in practical short runs.	02 PERSONALIZE PRODUCTS Avery transfer sheets support customized apparel using compatible inkjet printers.	03 ORGANIZE THE WORKPLACE Identification and industrial labels support offices, schools and warehouses.	04 BUILD THE COMPLETE SOLUTION Connect Avery media with Epson, Canon, HP and Lexmark printing solutions.
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Avery connects the printing ecosystem

Customers often purchase a printer for everyday documents without realizing how many additional applications it can support. The right Avery specialty media can help a small business create marketing materials, prepare for an event, organize inventory, label equipment or produce customized apparel. This makes Avery a natural complement to the printers, ink, toner and office products Randmar already carries.

Specialty media creates practical customer outcomes

Printable business cards and tent cards support small-run professional materials. Name badges serve conferences, schools, healthcare facilities and workplaces. Transfer sheets support customized shirts and fabric projects, while industrial, identification and removable labels support everyday organization. Compatibility matters: each Avery product should be matched with its supported inkjet or laser printing technology and used according to its application instructions.

Featured Avery products available through Randmar

- Stretchable T-Shirt Transfer Sheets - MPN 3302
- Dark T-Shirt Transfer Sheets - MPN 3279
- Office Tent Cards - MPN 5309
- Perforated Business Cards - MPN 5371
- Convention-Style Name Badge Kit - MPN 5393
- Printable Name Badge Labels - MPN 5395
- UltraDuty Industrial Labels - MPN 60503

Why it belongs in a reseller assortment

Avery products support customers who already purchase printers and consumables. An Epson or Canon inkjet customer may also need transfer or creative media. A business using an HP or Lexmark laser printer may need compatible labels, identification products or business materials. Start with the customer's application, then recommend the correct printer, consumables and Avery media to complete the job.

RANDMAR ANGLE

Avery expands what customers can accomplish with the printing equipment they already use. [Visit Randmar](#) or contact John in Business Development to review the available assortment and build complementary product solutions for your store.

Sources: Randmar Central inventory, catalogue and Avery sales activity reviewed October 27, 2026; Avery product information. Product compatibility and availability can change. Do not share costs, margins, customer information or private order data.