



Electric Vehicle Chargers

Are dealers pursuing this new opportunity?

Compiled by: Brent Hoskins, Office Technology Magazine

Following is a question submitted by a dealer member as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit www.bta.org/DealersHelpingDealers. You will need your username and password to access this member resource.



Is anyone doing electric vehicle (EV) charging stations? Do you think they are worth pursuing? Why or why not?

"Not yet, but because security cameras, IT and MNS would be part of the solution offered, we see multiservices sales opportunities with each proposal, especially with the government funding part of EV purchases."

Michael Hicks, president

Electronic Business Machines (EBM), Lexington, Kentucky

"Yes, we are. It is an alternative product line. Print and IT are really commoditized, but EV charging will be, too, soon enough."

Mark Van Den Hoek, owner

The Office Advantage, Mitchell, South Dakota

"I know of one dealer who tried. From what I know, it wasn't a huge success. We will not be pursuing them anytime soon. We need to focus on what we offer today."

John Hastings, executive vice president, Imaging Division

Loffler Companies Inc., Minneapolis, Minnesota

"Honestly, in our area they are not high-demand items. EVs in our area are viewed as high-priced items, not really ready for real-world use (especially in rural areas), and government mandates will not change their inefficiencies."

Brian Bence, executive director of sales

Shenandoah Valley Office Equipment (SVOE), Verona, Virginia

"We looked into it briefly, but decided we have enough diversification already. Seems a little too far outside our model."

Tim Renegar, president

Kelly Office Solutions, Winston-Salem, North Carolina

"It is a low cost of entry and a new industry, as our traditional industry is shrinking. I've been doing it for years. The volume is not great, but I'm in Alabama. I think it's been a good move. Don't do residential. See to your current customer base."

Nick Lioce, president

The Lioce Group, Huntsville, Alabama

"If I could find the hybrid vehicles for my service department, I would do it."

Dale Rachal, CFO

ABM Office Solutions, Alexandria, Louisiana

"No, we do not see this option fitting inside our office environment product lines."

Rocky Frost, COO

ImageNet Consulting LLC, Oklahoma City, Oklahoma

"We are not. We are busy just keeping up with MFP/printer installations that are in demand. We don't have the resources or manpower to consider something outside the office environment."

Mike DelBorrello, president

Cyan Sky Copier Technologies, Schnecksville, Pennsylvania

"We are not doing them at Altek. We have discussed it, but our top priorities other than copier/MFPs have been IT and cybersecurity. We are pivoting into compliance as a service by end of the year, and high-level IT security."

Adam Volpe, vice president of sales

Altek Business Systems, Telford, Pennsylvania

"They are way out of my comfort zone."

Kent McBride, president

PBP Tech, Sophia, West Virginia

"I don't think they fit well with our other products and our customer base."

Dean Woroniecki, president

Affordable Business Systems Inc., Delmar, Maryland ■

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