



**Coast to Coast Computer Products, Inc.™ has been named a, “Champion of Business Ethics” partner in addition to being featured as an Industry Expert by the Better Business Bureau.**

**BBB showcases the ‘real deal’ on competitive pricing and customer service:  
An interview with Rick Roussin, Founder and CEO of Coast to Coast Computer Products, Inc.  
-By Joel Stagis, BBB Editor**

**October 7th, 2011, 2011 Santa Barbara, CA**

In the ever-changing world of computers, consumers have many choices as to which products best suit their computing needs. Computer supply companies are scrambling to get a foothold in the multi-billion-dollar printer, copier, fax and toner markets. Unfortunately, this has spawned fraudulent criminal practices by companies whose sole purpose is to take advantage of computer supply buyers. The phrase ‘Buyer Beware’ has never been more appropriate – Internet and telemarketing scams proliferate. The BBB urges consumers to educate themselves – beware the scams, and search out legitimate, cost effective, and GREEN options. One such option is Coast to Coast Computer Products, located in Simi Valley, Ca.

While the FTC has laws that protect business-to-business sales of office goods and supplies, it is still necessary for companies to train their staff to avoid dishonest practices and scams, including but not limited to: -Invoices that do not match product ordered – quality, quantity or price. -Mysterious invoices that arrive when NOTHING was ordered -Unsolicited sales calls, where the caller refuses to identify themselves and/or the nature of their call.

There are many more, and the BBB urges companies to designate and educate their purchasing agents, who MUST document every purchase with order numbers, brand details, pricing ETC. If ANY discrepancies are found, the order should be refused, the invoice never paid.

While there are many companies doing business as described above, there are plenty of companies, including Coast to Coast, that do not. Present day consumers require a trustworthy option - legitimate and bonded suppliers, whose transactions are simple, educational and hands-on. These factors are critical for an honest, ongoing business relationship.

Founded in September of 1985, Coast to Coast Computer Products, Inc. has earned an A+ rating from the Better Business Bureau, and according to CEO Rick Roussin, “has put the word TRUST back in telemarketing computer supplies.” Roussin continues, “We provide hands-on and personalized service to all our customers. Our expert staff receives ongoing and extensive training, our Administrative staff is professional and courteous. From our competitive pricing to our extended warranties, from environmental awareness, to community involvement – we strive to provide the best possible experience to our customers! Every buyer has a dedicated sales representative whose only job is keep the customer happy. A LIVE operator is available to assist EVERY TIME a customer calls in. As a matter of fact, we guarantee CUSTOMER SERVICE SECOND TO NONE!”

Roussin has built the company from the ground up, and moved it to the forefront of the computer supply industry. Coast to Coast has grown to become a major competitor to the larger supply companies such as Lexmark and HP. Coast to Coast employs over 170 workers, and generates revenues exceeding \$40 million annually.

According to Roussin, “A critical key to success for any company is to provide value and product knowledge to their customers.” Coast to Coast assures their clients of both. What IS good value? Roussin continues, “Good value is a high quality compatible Toner Cartridge, equal to or better than the OEM cartridge, at a better price. Product knowledge is educating customers not to waste money on OEM brands, educating customers on how to save the environment by using recycled products, and keeping consumers up to date on the fast changing nature of this business.”

According to Mr. Roussin, “Coast to Coast is one of the VERY FEW companies to offer their very own, trademarked alternative to the OEM - the Diamond Series Cartridge – a hi-value, great quality, GREEN product, available NOW for most printers.” Additionally, “Each and EVERY Diamond Series cartridge used saves 3.5 quarts of oil. As the outer shell is recycled, tons of plastic and metal are rescued from landfills every year. Diamond Series products are cost-effective, and require less frequent changes compared to the OEM. They come with a BEST IN THE INDUSTRY two-year extended warranty.” Finally, Coast to Coast ships EVERY ORDER on a 30-day OPEN ACCOUNT. Roussin explains, “If a client has our product AND we don’t have their money, they are in complete control.”

Given the nature of an industry that is overrun with big name brands and littered with fraud and illegal solicitation, the consumer should be aware of WHOM they are dealing with, and ALWAYS seek out ethical and properly licensed and bonded companies. Finally, consumers should look for a business that is BBB accredited, preferably with a high rating, and licensed and registered with the State Attorney General. Coast to Coast Computer Products is one such company! Coast to Coast has earned the highest possible BBB rating of A+.

The Better Business Bureau is a non-profit, public service agency dedicated to advancing marketplace trust. Founded in 1912, primary BBB functions include resolving consumer-business disputes, disseminating information to protect consumers, and working with law enforcement to stem marketplace fraud. American firms can earn the prestigious BBB Accreditation distinction by undergoing a 16-dimensional background check and adhering to rigorous business standards, which include special customer service remedies. The BBB is headquartered in Arlington, VA, and has 115 branches in the U.S. and Canada; the BBB of the Tri-Counties, serving Ventura, Santa Barbara, and San Luis Obispo Counties, was founded in 1945.

If you’d like more information about this topic, or to schedule an interview, please call Rick Copelan, BBB President & CEO at (805) 965-1322 or email Rick at [rcopelan@santabarbara.bbb.org](mailto:rcopelan@santabarbara.bbb.org).

