

## Looking for a better way, Schwenksville resident revolutionizes printer repair

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"There has to be a better way," is a common phrase many people may use but not everyone goes out and finds a better way; whether it's proposing marriage or inventing a technological advancement.

Schwenksville resident Jeff Teets is an inventor who is not complacent with the status quo. After seeing how ineffectively laser printers are fixed, Teets said "there must be a better way."

"Think about it," Teets challenges. "In most cases how good is a computer without a printer?"

With a better way in mind, Teets, along with his father Willard Teets, founded Laser Wizard.

Laser Wizard, in Norristown, boasts that most repairs can be made while you wait, and they have 27 repair technicians who help insure the promise is kept.

Still, at the heart of the promise is a device Teets invented called Laser Test SX30.

With it, technicians have an easier time troubleshooting printer problems because its diagnostic tests zero in on the most minute problems.

"Often the repair technician doesn't have any idea what the problem is," Teets said. "The service manual is lists of error codes which tell little."

As an example, Teets showed a manual from a company that is one of the leaders in laser printer technology. The manual gives step by step trial and error suggestions for every error code that may be found on the printer.

"Repairing a printer this way could take a very long time," said Teets. The other way to fix a printer is trial and error, fiddling with parts until one works.

Laser printers have been a blessing. They can also be a pain when they break down, often delaying the work of anyone tied

to that printer for hours. And that can be costly to companies who network several people to one printer.

"Most places don't stock every part for every printer," said Teets "They have to order them. Which means days of waiting, and who do you think pays for the shipping of the parts, as well as the return shipping for the parts that weren't needed?"

Problem solving has been Teets' hobby since he was a youngster. Growing up he wasn't certain what

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Jeff Teets  
Vice President  
Laser Wizard

no time at all.

"I liked to take things apart and figure out how they worked."

Now, Teets also enjoys building custom cars, having earned himself Class Champion of the Northeast and Southeast Divisions of the International Show Car Associations both in 1985 and 1986. He is also an avid ham radio operator.

Perhaps Teets comes by his interest in technology naturally. His father, Willard Teets, worked on ENIAC, the first modern computer. He was also actively involved with the creation of the UNIVAC 1 and 2.

Though the control panel from UNIVAC 1 can be found in the Smithsonian Institute, the plaque that was originally on the control panel hangs on the wall at Laser Wizard, which was founded in 1987.

Willard Teets is currently president of Laser Wizard, though semi-retired, and Jeff is vice pres-

ident of the company. Though in many ways Teets has followed in his father's footsteps, he has traveled a few roads of his own.

Teets holds 31 patents, including the one for the Laser Test SX30 and Laser Test NX60 expansion model. Some of those patents were created while Teets was under contract with the Department of Defense to develop a large number of highly classified electronic devices.

Who knows what's ahead for someone who can't stop saying, "there has to be a better way of doing this?"

But, one thing is for sure, Teets is a very busy man, traveling to promote the Laser Test devices, teaching repair technicians how to use them, and writing a book. To top it off he still manages to find time to be actively involved in community events, like MS Fundraisers, teaching CPR and computer science courses at adult evening school, and of course, spending time with his wife

Jeanette.

### Growing company still focuses on the customer

Laser Wizard started simply as a laser printer service center, but has grown to world-wide recognition since Teets created Laser Test SX30.

"I was appalled at the way repairs were being made," said Teets. "Consumers were paying for costly, time consuming repairs."

The Laser Test SX30 is at the heart of saving time and money, turning a \$700 repair into a \$10 one.

He used a printer in his office as an example. The front of the printer held many of the electronic components that made the printer operate. "A repair technician who wanted a job here once looked at this printer and said he would replace the entire front section of the printer," Teets said. "That cost seven hundred dollars. The entire printer only cost nine



Jeff Teets shows how the Laser Test SX30 works. The device allows technicians at his company Laser Wizard to zero in on problems in laser printers and fix them more quickly and efficiently; saving the customer time and money.

hundred."

Teets continued to explain that the only thing wrong with the printer were two rubber rollers that needed to be repaired, which costs about \$10.

"Someone would have paid that bill if he were repairing their printer."

Teets said another printer at his shop that was in for repair was estimated to cost \$300 from another company.

If the repair was exactly what the customer had been told by the first company, Teets had estimated the cost of repair to be \$165; but using the Laser Test he was able to narrow down the problem and repair the unit for less than \$100.

"The worst thing people do is tell a service technician what is wrong with the printer," said Teets. "Often that opens them up for more costly repair than is needed."

Again, that would have been the case had Teets not had the ability to delve deeper to find the less costly solution to the problem.

In fact, Laser Wizard has

become so adept at repairing laser printers, many other service companies send any laser printers they get for repair to them.

"They get them in one door and send them out another to us," said Teets. "And because of this the cost is also higher."

Many large companies have realized that going to Laser Wizard reduces the cost of laser printer repairs by reducing the middle person. In fact, often insurance companies call upon Laser Wizard for help.

"We've repaired printers that were in the Meridian fire, floods in Texas and a hurricane in Florida," said Teets. "We surprised people with how many we were actually able to repair."

Large companies aren't the only ones who go to Laser Wizard when there is a problem.

Recently a woman purchased a laser printer for practically nothing at an auction, but when trying to get it into the house she dropped it down the stairs.

"The case actually had a big dent in the middle," said Teets. "In this case we couldn't provide same day service."

Teets quoted the woman a price of \$200 for the repair, and she was delighted.

"It still cost her less than a new printer would have."

On the wall at Laser Wizard there are several letters from satisfied customers, writing to Teets and others at the company thanking them for their fine service.

Perhaps Teets sums up his philosophy with an analogy of doctors from the 1700s as compared to doctors today. "Which doctors do you think are better doctors?" he asks.

If you say the doctors today you are wrong. "Each were as good as they could be with the technology available to them," he explains.

Thanks to Teets and Laser Wizard, people have doctors for their laser printers who have the most advanced technology available to them today.

Laser Wizard is located in the Valley Forge Business Center, 705 General Washington Avenue, Norristown. Phone 539-4708.