



ABERCORN BUSINESS SALES

SUCCESSFULLY SELLING YOUR BUSINESS



UKs Leading Online Retailer of Printer Ink and Toner Cartridges Business for Sale- Online & Nationwide E-Commerce

Midlands

Asking Price: £600,000

Reference: ECA-029 | Confidential Memorandum

Asking Price: Offers in the region of £600,000

Sales: circa £4Million+ p.a.

Typical Operating Profits: Before Tax and Dividends circa £400,000+

Key Highlights

- Exceptional Trust & Reputation: 80,000+ Trustpilot reviews with a near 5-star rating
- Outstanding Logistics: Rapid and accurate delivery with in-house fulfilment
- Consistent Cash Generation: Profitable model with low cost per item and repeat customer base
- Scalable Model: Website built in-house with easily replicable systems
- Experienced Team: 11 full-time staff across customer service, development, marketing, logistics, and management
- High-Growth Potential: New Head of Marketing and website upgrade in motion; potential for brand extension
- Consistent profitability and strong cash flow
- A Trusted Online Retail Powerhouse
- Resilient, scalable infrastructure with minimal supplier reliance

Business Executive Summary:

Abercorn Business Sales is delighted to present this highly reputable and profitable online retail business, established in 2002 and specialising in the sale of printer ink and toner cartridges. This is a rare opportunity to acquire a leading online retailer trading for over 23 years.

With an outstanding reputation, over 160,000 active customers, and more than 80,000 Trustpilot reviews (nearly all 5-star), this is a business built on trust, logistics excellence, and a customer-first approach.

Under current ownership since 2016, the business has delivered consistent profitability, strong cash flow, and scalable infrastructure – with minimal reliance on suppliers and no exposure to volatile manufacturing risks.

Despite pandemic-related distortions in the sales trend line (an anomalous spike to £5.6m in 2020 vs. £4.2m projected), the business remains fundamentally strong and continues to generate excellent returns year on year.

The business has been built on trust, operational excellence, and a customer-first model. It's lean, proven, and primed for further growth.

A 2025 website relaunch and refreshed marketing strategy offer immediate upside for a buyer with vision. Abercorn Business Sales is proud to offer a rare opportunity to acquire one of the UK's leading online retailers of printer ink and toner cartridges. The sterling business enjoyed a bumper performance during Covid and still consistently making £4m in sales per year. With fresh leadership in marketing and a planned relaunch of the company's website in late 2025, the business is poised for renewed growth.

Business Overview:

- Business Name: [Undisclosed for Confidentiality]
- Founded: 2002
- Ownership Since: 2016
- Location: Midlands
- Employees: 11 Full-Time

- Business Hours: Monday – Friday, 8:30am to 5:00pm
- Trading Format: 100% Online Retail
- Clients: 160,000 active B2C & B2B customers

Products & Services:

- Core Offering: Ink and toner cartridges for all major printer brands
- Delivery Model: High-volume, low-cost direct-to-consumer shipping
- Customer Support: Fast and generous returns policy, driven by long-term customer insights
- Technology: Custom-built, in-house website and Microsoft-based systems

Financial Overview:

- 2020 Revenue (Pandemic Spike): £5.6 million
- Expected 2020 Revenue (Pre-COVID): £4.2 million
- Recent Trends: Gradual reversion to pre-pandemic sales of £4m+; current climate expected to continue and grow
- Profitability: Strong gross margins and consistent net profit
- Cash Flow: Reliable and robust

Premises:

- Type: Leasehold
- Rent: £27,720 per annum
- Size: Approx. 500 sq. ft warehouse + 4 office spaces
- Lease Expiry: 2030 (No rent reviews)
- Location: Secure Business Park, The West Midlands
- Security: CCTV (internal and external), alarm, fire protection, connected call centre monitoring
- Connectivity: 1GB fibre broadband, mains utilities

Marketing & Customer Acquisition:

- Primary Channel: Google PPC
- Retention Strategy: Monthly email newsletter – a significant revenue source
- Website Performance: High conversion, strong UX.
- Advertising Spend: Lean and efficient model; room to scale

Opportunities for Growth:

1. Website Modernisation: Current site performs well and is due to a visual and functional refresh.
2. Product Line Expansion: Explore similar high-volume, low-cost product lines (e.g., LED bulbs) under the existing or new brand
3. Market Penetration: Expand presence in niche B2B verticals or high-usage sectors (e.g., education, legal, health)
4. Brand Reskin: Duplicate the core e-commerce model under a new brand for different markets or audiences

Competition:

- The Competitive Advantages of this Company:

- Superior delivery and logistics
- Customer loyalty and trust
- 20+ years of know-how
- Generous customer service policies
- Scalability and digital infrastructure

Why Buy This Business?

1. Strong Cash Flow & Profitability
2. Dominant Trust Ratings and Customer Loyalty
3. Resilient Business with 20+ Year Track Record
4. Clear Growth Path Through Website & Product Expansion
5. Low Operational Complexity – Easily Transferable to New Ownership

Reason for Sale:

After nearly a decade of ownership, the current owner is ready for a new challenge and career path. A full and supportive handover will be provided, including up to 6 months of transition support and knowledge transfer. The vendor is happy to stay on for an extended period post sale should a new owner so require subject to negotiation.

Transition & Support:

- Owner Involvement Post-Sale: Yes, willing to stay for transition period
- Key Staff Retention: All current employees expected to remain
- Technical Knowledge Required: None – fully transferable to a non-technical buyer
- Time to Learn Operations: Approx. 6 months for full familiarisation

Next Steps

This business is offered for sale on a confidential basis. Interested parties will be required to sign a Non-Disclosure Agreement (NDA) before receiving further information, including financial accounts and trading data.



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Next Steps & Contact

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