

Lexmark Announces "X Marks the Spot" Social Sweepstakes for Small Businesses

Three small businesses will win a Lexmark GO Line all-in-one printer plus \$500 in toner.



Lexington, Ky., January 24, 2023 - Lexmark, a global imaging and IoT solutions leader, announces its "X Marks the Spot" sweepstakes¹ for U.S. small businesses, taking place on Facebook Jan. 24 through Feb. 7, 2023. Three U.S. small businesses will win a color all-in-one 3-series [Lexmark GO Line MC3326i](#) printer—which [Tech Radar named the #1 Best Small Business Printer of 2023](#)—plus \$500 for toner refills².

"Award-winning Lexmark GO Line printers and all-in-one devices are built for small businesses, with a smaller footprint and ease of use, yet they include the enterprise-level durability, security and usability features that Lexmark is known for," said Patricia Bardin, Lexmark small business spokesperson. "Although these devices have been available through dealers for several years, this sweepstakes celebrates their availability directly from Lexmark on the new [Lexmark Shop](#), and introduces our new resource hub for small businesses, '[Lexmark's the Spot](#)'."

To enter the [sweepstakes](#) on Facebook, small businesses in the U.S. with fewer than 50 employees should follow these steps:

- Find the perfect spot in your small business for a compact printer.
- Mark the spot with *#LexmarkstheSpot* written or printed on paper.
- Snap a photo or video of your spot.
- Post the photo or video as public on your company Facebook page, or on the Lexmark Facebook page, using the hashtag *#LexmarkstheSpot*.

Winners will be announced Feb. 10 on Lexmark [Facebook](#), [LinkedIn](#) and [Twitter](#) pages.

"Not every printer on the shelf of a nearby store is designed for business use," Bardin said. "Lexmark GO Line printers are built to last even in harsh business environments—from hot, dirty auto shops and restaurant kitchens to an auto dealership with multiple sales reps using the same printer³."

She added, "[Lexmark GO Line](#) printers also have all the functionality and compact size needed for any small office or boutique shop. They are easy to move and set up on your own yet built specifically for business use."

According to Google Small Business Advisor Brian Wallace,³ "I find many small businesses are using printers that were never intended for business purposes. I encourage small businesses to plan the printer they choose for their business, rather than rushing out to purchase whatever they find when their last rush-purchased printer breaks."

Wallace noted the bottom-line benefits to having the right printer. "A new printer is a quick way for a small business to get up to date and stay up to date with tech trends. Having the ability to print-from and send-to cloud apps (such as Google Drive, Dropbox, Microsoft OneDrive) is a quick win for any small business," he said.

The sweepstakes is a kickoff to new Lexmark resources designed specifically for small businesses, including a resource hub called Lexmark's the Spot and online shopping for compact printers and supplies directly from the Lexmark Shop.

[Lexmark's the Spot](#) is an online resource for small business owners, offering advice and recommendations from Lexmark leaders and other professionals. Leveraging more than 30 years of global business expertise, Lexmark will publish articles, infographics and webinars that address small business pain points, printer tips, as well as other business concerns.

In addition, Lexmark has partnered with SCORE Foundation, the philanthropic arm of [SCORE](#), America's premier source of free and confidential mentoring to small business owners and entrepreneurs. SCORE is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Lexmark is sponsoring [business](#)

[skills content for small business owners](#), from how-to guides covering start-up basics to tips for going global.

Supporting Resources:

- Learn more about [X Marks the Spot for Small Business Sweepstakes](#).
- View the infographic to learn why you should [Stop Making Your Business Printer an Afterthought](#).
- Visit [Lexmark's the Spot](#) small business resource hub.
- Learn from Lexmark on SCORE Foundation's [SCORE](#) site.
- Learn more about [Lexmark GO Line](#).
- Follow Lexmark on [LinkedIn](#), [Facebook](#) and [Twitter](#).

About Lexmark

[Lexmark](#) creates cloud-enabled imaging and IoT technologies that help customers worldwide quickly realize business outcomes. Through a powerful combination of proven technologies and deep industry expertise, Lexmark accelerates business transformation, turning information into insights, data into decisions, and analytics into action.

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¹ No purchase necessary. Void where prohibited. For official rules, visit [Lexmark.com/Xmarksthespotcontest](#).

² \$500 for toner refills provided in the form of a discount code for use in the [Lexmark.com](#) online shop.

³ Brian Wallace is the President and Founder of NowSourcing, a paid consultant for Lexmark.

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