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## [MSP Branding 101: Laptop Wraps](#)

Posted February 8th, 2010 by [Joe Panettieri](#)



Question: If you're a managed service provider that resells laptops and other hardware to your customer base, how do you promote your company brand over the hardware maker's brand? The answer comes from MJ Shoer, president of Jenaly Technology Group, a managed service provider in New Hampshire.

During a recent ConnectWise user group gathering in Rhode Island, I noticed Shoer had wrapped up his laptop with his own company brand. Shoer turns to [www.schtickers.com](http://www.schtickers.com) for laptop skins and other simple items that help keep his brand in front of customers' eyes.

Of course, Shoer isn't the first guy to put his corporate brand on third-party hardware. And he certainly won't be the last.

I realize MSPs and VARs have long leveraged [car wraps and auto wraps](#) to promote their brands. But if you're getting into Hardware as a Service (HaaS), I wonder: Will you start wrapping the hardware in your own brand?

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## One Comment on “MSP Branding 101: Laptop Wraps”

1. **MJ Shoer** Says:

February 8th, 2010 at 5:34 pm

Hey Joe,

Thanks for the post and for noticing my wrapped tablet. I need to give credit where credit is due...I got this idea at one of our first ConnectWise user group meetings when I noticed Jeannine Edwards laptop wrapped in ConnectWise colors. Jeannine didn't know where her wrap had come from, but after a little research, I found Schtickers and highly recommend them

MJ

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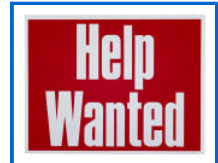
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