



COMPUTER TRENDS

By KRISTEN ENEVOLD Sun Advertising Writer

The world of modems and megahertz can be daunting when it comes time to purchase a computer.

Fortunately, the experts at Computer Trends Canada can translate all that laptop and desktop jargon to provide their customers a machine perfectly suited to their individual needs.

Since their first store opened in 1991, Chris Steele, Computer Trends' founder and owner, says their success has resulted not only in becoming the largest independent retailer in Calgary, but they've also earned a reputation for outstanding service that's unparalleled in the industry.

"We really are experts in the field," he says.

"Because Computer Trends specializes in computers, you'll find a great selection of desktops, laptops and monitors — and we offer them the lowest prices in Calgary."

Even if you don't know exactly what you're looking for, the Computer Trends team will not only match you with a machine, they'll explain all its options and features.

"At Computer Trends, we speak to you in a language you can understand," Steele says.

"We have people come in and say they want something their children can do homework on and that can set up an email account — we'll carefully explain all the features because we really want you to understand the benefits of the computer and what it can do for you."

Even those well acquainted with the world of personal computing will be impressed with Computer Trends' selection of fully loaded laptops and desktops that are perfectly suited for everyone from the small home office user to the extreme gamer.

You'll never waste your money at Computer Trends for several reasons, adds Mark Batalden, vice-president of the organization.

"We are dedicated to understanding your needs and exactly what you would like the machine to do," he says.

"That way, you'll end up with exactly what you need, and it will be within your budget as well."

Flexible payment options are also offered, starting as low as \$25 per month.

"Computer Trends' main focus is on refurbished products from major manufacturers such as HP, Toshiba, Compaq, IBM, Sony and more, and we pass the savings to the consumer," says Batalden, explaining those machines still come with a full warranty with additional warranties also available.

If you've been searching far and wide for a certain machine, Computer Trends will find it for you — even if they don't have it on their shelves today.

"We're like the Winners store of computers — we have new products arriving daily," he says.

"Staff at Computer Trends can pull up their live inventory and access between 3,000 to 4,000 laptop and desktop systems, which is a real advantage for our customers," Batalden says.

Regardless of where you've purchased your computer, the A+ certified technicians at Computer Trends will take care of you.

"Our average turnaround is one to two business days, and some big-box retailers can't say the same because most of them send the units to a third party for service," he explains.

And because Computer Trends' dedicated service department offers its expert technicians seven days a week, customers can call or drop in at a moment's notice, no matter what the problem is.

"Computer Trends has the only guaranteed fix it or replace it program," says Steele, explaining that takes effect during the additional warranty period, which is the most extensive in the industry.

Two-year warranties are offered on laptops and up to three years are offered on all desktop computers.

It all adds up to quite a successful run for Computer Trends, which has grown from the original location that opened 14 years ago to a total of 10 stores throughout Western Canada.

According to Batalden, the secret to Computer Trends' success is the combination of service, selection and unbeatable pricing.

"Our goal is definitely to continue the growth of our organization and its success," he says.

For more information on everything Computer Trends has to offer, visit www.computertrends.com

