

BRICKELL TRIBUNE

JULY 21 - AUG. 3, 2015

COMMUNITYNEWSPAPERS.COM

305-669-7355

Restored Digital Solutions donates office equipment to local charities

BY JESSE SCHECKNER

South Florida refurbished office equipment provider and ancillary digital services company Restored Digital Solutions (RDS) is about environmental and commercial improvement and sustenance.

The “green office equipment alternative” has now taken this unique, ecologically and economically friendly approach to business one step farther by donating several reconditioned business machines to local and international nonprofit charities including Susan G. Komen, Neat Stuff Inc., and Ronald W. Shane’s Miami Beach Water Sports Center (MBWSC).

“I’m a big believer that if you do good, good will come back to you,” said RDS CEO Gustavo Hermida. “When I learned these groups needed office machines, I offered to donate the usage of our equipment. With things like this, everyone benefits.”

Shane’s Rowing Club, a positive youth outreach that has more than 100 members, holds a particular place in Hermida’s heart. A rower for years, his interest in the sport was, like the machines he sells, rejuvenated when his daughter, Amanda, began rowing and getting involved at the center. The entire family joined in support by participating in fundraising events and community programs, and through the donation of two large copiers.

“His generosity allows our nonprofit club to save money on office equipment and dedicate it to our programs,” said Diana Maldonado, MBWSC director of marketing and events. “We are very grateful to Gustavo and RDS for this support, which allows us to allocate our funds towards necessary equipment to run our youth and adaptive programs.”

Hermida brings more than 25 years of experience to the field —where he has worked as sales manager for Ricoh Corporation and as vice president of sales at



Restored Digital Solutions CEO Gustavo Hermida wants his company to positively impact the world in as many ways as possible.

Nur Macro (now owned by Hewlett Packard) — and his involvement with multiple office equipment distributors in South Florida has granted him an unparalleled knowledge of the industry in the region.

With RDS, he has put that tremendous knowledge to transformative use. The company isn’t merely a purveyor of office equipment; it provides supplementary business solutions that directly interface with the equipment it sells, including cloud computing, voice and phone services, networking solutions, document management and IT services.

“We bring you the latest technology with the most tested equipment, so you’re never really compromising in terms of quality when using our equipment,” he said. “By restoring the useful life of the equipment, we are doing something green and positive for the environment and bringing a better value

to our clients, because we can be far more competitive in terms of pricing.”

Small businesses and startup enterprises stand to benefit even more by working with RDS, as Hermida guarantees credit approval for such businesses.

“I always said that when I have my own company that I want to make sure that I serve some of the underserved areas and opportunities in the market,” he said.

“When a bank says ‘no,’ we say ‘yes.’ By holding the paper on the lease of equipment, we provide these companies with a flexible credit line that helps ensure their success.”

Hermida currently is putting together a program through RDS which actively will seek out, identify and interview organizations deemed deserving of donations.

For more information, visit www.RDSTeam.com or call 305-468-9965.