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ACHIEVING BETTER QUALITY IS NO ACCIDENT

—Ninestar's Jason Wang says automation is reforming the manufacturing journey

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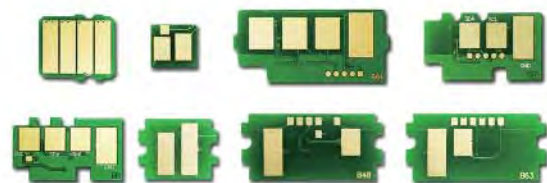


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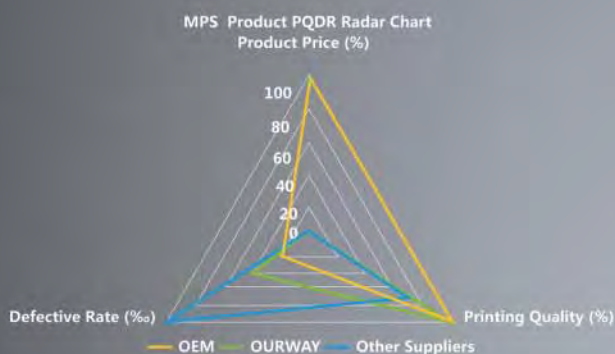


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Achieving Better Quality is No Accident
—Ninestar's Jason Wang says automation is reforming the manufacturing journey



Jennifer Lopez was a feature at Planet Hollywood in September, but not everyone in the crowd came to see this award-winning performer, TV and movie star in action. OEMs and the Aftermarket involved in printing supplies also gathered at the same venue at the same time to address how to further combat counterfeiting and infringing products. It seems both audiences were enriched!

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37 Adapting and Re-Inventing the Imaging Industry

—Mario Allen Clement, Senior Market Analyst, IDC Centre for Consultancy & Research

The strong will adapt and re-invent to grow into untapped markets whereas the weak will slowly die out.

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Everything and anything is possible
—Recent restructuring at Cartridge World saw three key staff laid off. However, former Global Chief Development Officer, Harry Stoubos, is positive about his future.



Recycling Times informs, educates, and nurtures the global printer consumables industry innovatively through an integrated broadcast, print, digital and social media strategy. As such, we honor and respect the intellectual property of all businesses and individuals. Consequently, we take a zero tolerance position to the manufacture, distribution and sale of patent infringing and counterfeit printer cartridges and components. We continue to strive to avoid promoting such in our advertisements, articles and editorial content.

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Yes! The world's largest print consumables trade show is coming back on October 17-19 in Zhuhai, China!

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#Stationery #3Dprinting





Tony Lee

Recently, our planet was devastated by Hurricane Florence, mainly in eastern USA causing 28 direct fatalities and damage at US\$38 billion making it the sixth-costliest tropical cyclone on record.

Then we had Typhoon Mangkhut batter the Philippines, Taiwan, Vietnam, Hong Kong and Macau causing 102 deaths and damages estimated at US\$1.31 billion.



Publishers

Tony Lee David Gibbons Sabrina Lo

Editorial

Christine Zhang Christine.Zhang@RTMworld.com
Tequila Yan Maggie Wang Amber Guan Belinda Yang

Design

Sophie Xu

Offices

USA

Tricia Judge (Senior Consulting Editor) tricia@i-etc.org

Argentina

Gustavo Molinatti gmolinatti@guiadelreciclador.com

Egypt

Mohamed Maher M.maher@egyptchinatec.com

Australia

Sabrina Lo Sabrina.Lo@RTMworld.com
9 Manderlay Close, Kellyville NSW 2155, Australia

Korea

James Hwang jdhwang@hotmail.com
165, Opoan-ro, Gwangju-si, Gyeonggi-do, Korea, 464-894

India

Jayendra Patel pateltraders@gmail.com
26, Mahalaxmi Market # 1, Maninagar, Ahmedabad: 380008, Gujarat, India

Russia

Stanislav Malinskiy malinskiy_stas@mail.ru
(RT Media is the Official co-organizer of Business-Inform 2019)
117216, Russia, Moscow, Kulikovskaya str., 20, bldg.1, office 42

South Africa

Patrick Naude pat@cmkindustries.co.za

Japan

Iemori Kanetoyo kanetoyo@sunwise2001.com
301, ROGOS21 Building, Chuo 1-29-16, Nishi-ku, Yokohama-city, Kanagawa-prev, JAPAN

China

Level 4, Building 1, Kimka Creative Valley,
2021 Mingzhu Road South, Zhuhai, China
Tel: +86 (0)756 3220716

Subscriptions

Joy He Joy.He@RTMworld.com

Advertising

Penny Liu Penny.Liu@RTMworld.com

Email: editor@RTMworld.com

Website: www.RTMworld.com

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Despite the wrath of the year's mightiest storm, the 12th RemaxWorld Expo will be ready to meet all of you in Zhuhai, China.

This year, the show is dedicated to providing some new opportunities for both visitors and exhibitors. Apart from print and copier consumables, you can also find new office equipment, office software, 3D printing and many more products to excite your customers. You can also find some ideas to expand your business with this niche market edition. See page 18.

On the matter of 3D printing, Sinopec Beijing Yanshan Company, affiliated with China Sinopec Group, will attend the 6th iPrint 3D Expo at the same time and the same location promising to bring us advanced 3D printing materials.

On the other side of the planet, OEMs and the Aftermarket met in the Imaging Supplies Coalition Conference in Las Vegas to resolve infringement issues that divide the imaging supplies industry. OEM giants, such as Canon, HP and Epson attended. The president of the Imaging Supplies Coalition, Allen Westerfield described this conference as the only one of its kind in the industry where OEMs and the Aftermarket can discuss and find solutions to a common problem, that problem being intellectual property infringement.

This year, the 12th RemaxWorld Expo welcomes OEM giant Epson. The divide between OEM and Aftermarket continues to dissipate. And the expo continues to mature as an imaging event.

I look forward to greeting you at the RemaxWorld Summit and Expo 2018!

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01

Tensions Escalate: Trump Slaps On \$200 Billion More In Tariffs

On September 17, the U.S. slapped tariffs on another \$200 billion of Chinese imports, ratcheting up ongoing trade tensions between the world's two largest economic powers. The tariffs will initially be set at a rate of 10 percent but will jump to 25 percent on January 1. China retaliated by placing duties on an equal dollar amount of U.S. goods and threatened retaliatory tariffs on another \$60 billion in U.S. products. ■



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02

Static Control Streamlines Operations

Static Control has announced plans to streamline its operations resulting in the layoff of approximately 240 employees, most of whom come from the company's manufacturing operations. Static Control claims this change will help the Sanford-based company remain competitive in the marketplace. In addition to keeping prices stable, it will allow for new solutions to be released faster to customers. ■



Static Control

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03

HYB Expands In Colombia

China-based HYB has opened a multifunctional showroom in Bogotá, Colombia, in Latin America. This initiative will provide space for products to be exhibited and technical demonstrations as well as the negotiation of business opportunities. The showroom is yet another significant global step made by HYB following a new Italian distribution partnership and the running of a seminar on office consumables in Latin America. ■



04

HP to Accelerate 4th Industrial Revolution

HP Inc. is making a big push into the manufacturing industry with its first printer that can churn out 3-D metal parts. HP is unveiling the Metal Jet printer to some early customers at a manufacturing trade show in Chicago. Engineering firm GKN Plc is using the printers in its factories to produce parts for companies including Volkswagen AG, one of the world's biggest automakers. ■

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05

Printerland Intends To Drive National Brand Awareness

Manchester-based PR agency, Rumpus, will help UK's largest independent printer reseller, Printerland, drive its national brand awareness.



Rumpus will focus on showcasing Printerland's expertise across a range of diverse sectors, as well as promoting longstanding community and charity involvement. ■

06

Armor Form Alliance with Iconex

Iconex, a leading global provider of receipt and label solutions, and France-based Armor, a worldwide leader in coating TTR ribbons for barcode printing, have entered into an agreement where Armor will acquire Iconex Thermal Transfer Ribbon (TTR) Business and Intellectual Property (IP). As part of their agreement, Iconex has agreed to sell its TTR intellectual property, which includes the patented formula of all Iconex grades including Ultra-V. ■

Read more



07

First Collecting System Promoted To Recycle Printing Consumables

Recyclia has launched its first collecting system in Spain to collect and manage toner and ink cartridges for printers. The company plans to collect 1,000 tons of printing consumables—about 6.6 million units—in the first year of operations. The new system, called Tragatóner and Tragatinta will give Recyclia the capacity to recycle all types of electronic waste. ■

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08

Toshiba Expands In Mexico

In a move that signals Toshiba's increasing presence in Mexico's technology hub, Toshiba Global Commerce Solutions and Toshiba America Business Solutions have invested US\$2 million on a new 38,000 square-foot (3,530 square meter) building in Guadalajara, Mexico.

At a ribbon-cutting ceremony attended by government officials, representatives of academic institutions, media and clients, Toshiba claimed it would further modernize the company's products and solutions development center. ■

Read more



09

UAE Seizes 460,000 Counterfeit Cartridges

Authorities have seized over 46,000 ready-for-sale counterfeit HP and Samsung branded toner cartridges so far this year in the United Arab Emirates. Back in April,

UAE officials cooperated with HP to carry out major raids of several private residences and farms where significant volumes of HP and Samsung branded illicit products were discovered, hidden in storage areas. ■

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10

Why September Was Exciting For Amida

On September 8, 2018, Creative Information Technologies (Pvt) Ltd, the exclusive agent of Amida in Sri Lanka welcomed leaders from Amida headquarters at their 10th Anniversary and Excellent Distributor Award Ceremony. More than 200 people attended the awards ceremony where Mr. Gary Zhao, CEO of Amida group, and Mr. Suresh of Creative Information Technologies (Pvt) Ltd presented Amida dealers with trophies and prizes. ■

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11

Indian Companies Expand Presences

On August 3, 2018, the China Customs Tariff Commission (CCTC) of the State Council stated applied duties to 5,207 imported items originating in the United States. Printers, copiers, parts and components are all included in a new list of tariffs imposed on US-made goods being sold to China. US International trade expert,

Merritt Blakeslee, will unpack the latest at the RemaxWorld Summit in Zhuhai on October 17. ■

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12

Apex Releases New Oki Solutions

Apex had released new replacement chips for use in OKI C332 series cartridges. OKI launched this series of A4 single function and multifunction laser printers in 2016, replacing the old generation C330/C540 released in 2010. The replacement chips are in an ASIC design with consistent performance. What's more, this is a two-size solution and is compatible with the C330 old models. ■

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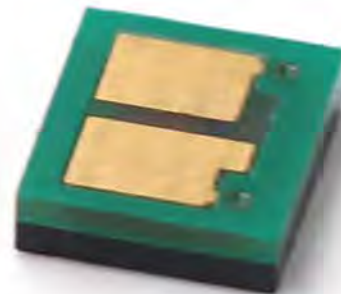
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HP LaserJet Pro M104a/104w	M28W/28a(CF224\CF248)
HP LaserJet Pro MFP M132a/132fw/132nw/132fn(CF218)	HP Color LaserJet Pro M254dn/254dw/254nw,MFP
HP LaserJet Pro M203/M206/M230/M227 (CF230)	M280nw/281cdw/281fdn/281fdw(CF500)
HP LaserJet Ultra M206dn, MFP M230sdn/M230fdw(CF231)	HP Color LaserJet Pro M154a/154nw, MFP
HP LaserJet Pro M203dn/203dw/MFP M227fdw/227sdn,	M180/181fw(CF510)
Ultra M206dn/MFP M230sdn/M230fdw	HP Color LaserJet Pro M254dn/254dw/254nw,MFP
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Egypt
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3D PRINTING is still an untapped market in Egypt. It's still young and it's growing in spite of government limitations and sanctions. The current government only allows 3D printing machines to be imported into the country under license. Many have found a work around solution by importing the main spare parts and then 3D printing the rest or manufacturing them locally.

The floating of the currency meant it became essential to find local sources for spare parts. It was just too expensive to import parts. This provided an opportunity for 3D printing that has grown exponentially, especially for servicing, prototyping and R&D.

We have been selling 3D printers and filament since 2014. However, given the great need for 3D-designers for machining, we have shifted our business to focus more on servicing, prototyping and R&D for manufacturers, corporates and education.

FDM printing technology enjoys a 90 percent market share and mainly services university student projects. SLA and DLP technology has eight percent market share and is the preferred printing method for the dental and gold industries. SLA and SLS technology only has two percent of the market because the printers and running cost are expensive. It should be noted the army is the only entity in Egypt that has a metal SLS industrial grade 3D printer, and, yes, they do provide services for other organisations.

3D printing is dynamic and picking up fast in Egypt and the Middle East despite the limitations set by government. Local brands are developing and tweaking modern day 3D printers thanks to online 3D printing communities and blogs. ■



Korea
James Hwang
IPS Corporation, Korea
www.ipsimage.com

THE LEASING, or rental market has recently been revitalized mainly with multifunction printers in Korea. Printer vendors, who have been competing for market share, are moving away from meaningless market competition. In this regard, the lease/rental market is emerging as another alternative to profitability.

As the rental market becomes active, dealers are trying to increase the purchase of low-cost consumables by various routes in order to secure competitiveness of possible total cost of ownership (TCO) which includes both the cost of the printer plus the cost of the consumables. In some regions, many dealers have gathered together to form a "Joint Lease Association" which helps them to gain buying power. As is expected, as is the case elsewhere in the world, the market is seeing a more positive outlook for new-built compatible consumables than ever before. ■



Peru
Manuel Balta Kruger
General Manager, Insumos y Accesorios de Oficina SAC

THE PERUVIAN economy is performing at the "top of the charts" at the moment. With 4% GDP growth and inflation stable at 2.80% and a stable exchange rate with the US dollar, our country is at the lowest risk of all the others in the region.

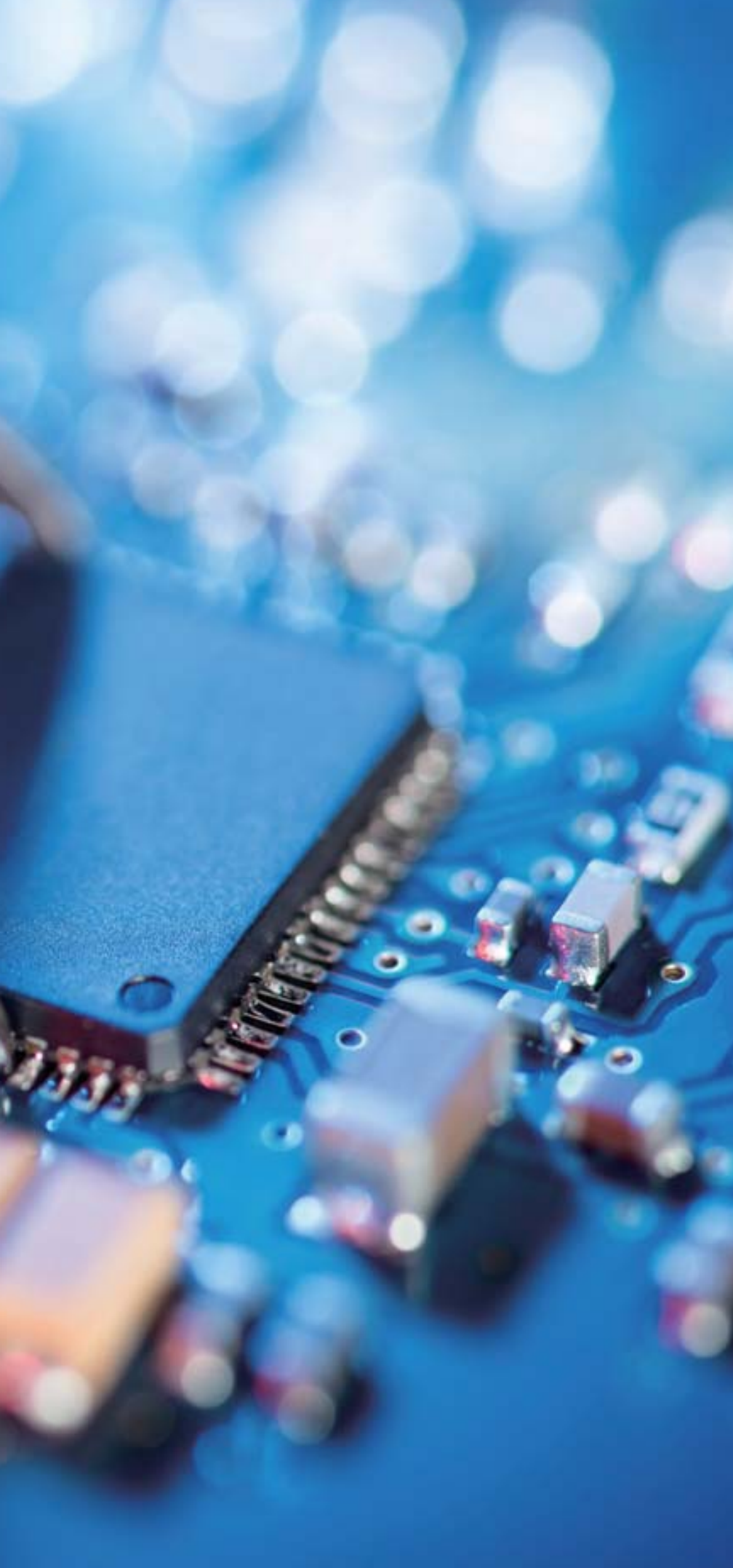
The imaging industry in Peru is still growing. Because we are an emerging market many small businesses as well as big business are more likely to print more pages than before. Certainly it is a different market to the more mature markets like the USA and Canada to the north of us.

The market share of each OEM for toner is HP 60.2%, Canon 12%, Brother 9.7%, Ricoh 8% and Xerox is at 5.6%. The Inkjet market is quite different with Epson having a commanding 80.2% of the market followed by Brother 7.6%, HP 7.2% and Canon on 5%.

The big After market players are Insumos y Accesorios de Oficina SAC, Teleco, Amida, Real Print, JBM, Bryan, Visual and Jg3. ■

Killer Chips? Weigh In Please

Tricia Judge



THE “KILLER CHIP” has once again reared its ugly head. And this time, Epson’s employing them on their inkjet cartridges. This is a common impediment and one easily addressed technically, but legally, it can truly be a killer.

The killer chips never left the industry. Since the early days of Lexmark’s Prebate program, the killer chip has been frustrating remanufacturers and consumers. Sometimes they are introduced on cartridges and become instantly problematic. Other times, they lay in wait for a change in firmware to awaken them so they can turn off machines using aftermarket cartridges.

The chips are intrinsically dastardly, because they can be employed simultaneously for good and evil. They can monitor an important business-related feature, such as page yield or ink levels. But then the same chip can turn off the machine when it reaches a pre-set number of pages or level of ink, regardless of whether there is still ink present in the tank or if it has been completely refilled.

The chips also don’t know or care about the right to repair. When used—or reused—on a perfectly legal remanufactured cartridge, they can still send a signal to shut down the cartridge. That makes them the scourge of the industry, and of customers.

The chip that causes the current problems is on the Epson circuit board. For earlier Epson models, the chip, which counts the number of copies printed, could be reset. On the more recent models, it cannot be reset.

Both Apex and Static Control Components have been able to produce a compatible chip that functions the same as a new or reset chip. When placed on a recycled circuit board on a remanufactured cartridge, the resulting product constitutes permissible repair.

The problem is that each time there is an update to the Epson firmware, it deactivates the Apex and SCC compatible chips, rendering the legitimate aftermarket

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remanufactured cartridge inoperable.

Once again, an OEM is flagrantly circumventing the patent exhaustion/right to repair doctrine by placing obstacles in the way of legitimate remanufacturing. No doubt, Epson claims its firmware also has legitimate business purposes. However, the outcome is just the same: frustrated remanufacturers and furious customers.

For decades, the remanufacturing industry has been dealing with chips of all kinds. There were the Dallas semi-conductor chips that Lexmark used to enforce its Prebate terms. If a Prebate cartridge was remanufactured and replaced in the printer, the chip shut down the printer and displayed a message stating, “invalid refill.”

Other chips used by OEMs included RFID chips that kept the discussion going between the printer and the cartridge long after it was necessary for the purposes it claims for inclusion in the product. Some chips, such as those employed by HP, have not interfered with cartridge functionality, and have only served to enhance the performance of the printer and cartridge. However, if these chips are not reset or replaced in the remanufacturing process, the cartridge could no longer share important information with the printer, such as toner

levels. And, of course, replacement chips were not immediately and readily available.

The Consumer Strikes Back

Therefore, the consumer is left guessing, for instance, how much toner is left in the cartridge, and frustrated because his “gas gauge” no longer indicates the toner level. In his mind, the consumer now equates remanufactured cartridges with inferior ones with diminished features.

Consumers may be duped by the chips but they are not without recourse. The class action lawsuit was designed to bring together like-minded, aggrieved people who desire to set right a wrong. Decades ago, a class action was brought against Lexmark by consumers over its prebate program and the “enforcement” chips.

In 2010, in *Kent v. Hewlett-Packard Co.*, HP agreed to settle a class action claiming that not only do “smart chips” embedded in HP printers not live up to their performance-boosting promises but actually end up costing consumers extra money to operate. Other plaintiffs named Blennis, Rich and more recently, San Miguel, have brought class action suits against HP over its printers and have compelled the leading OEM to pay many millions to consumers.

In these cases, the customers proclaimed that they were fed up with firmware that shut down their printers. They argued successfully that chips that monitored their page yield or ink levels left them with cartridges still full of toner or ink, and therefore they were injured financially when they could not finish printing until the cartridge’s real end-of-life.

Eventually, the Government Strikes Back?

The OEMs’ behavior has two key ultimate intentions: To make sure the consumer buys a replacement cartridge from whom they dictate, when they dictate. The former outcome is anti-competitive. The latter is prematurely condemning the cartridge to an early trip to the landfill.

In passing the “Hamon Law,” in 2014, France became the first country in the world to consider sanctioning OEMs for the widespread manufacturing practice of “planned obsolescence,” –or creating products designed to fail so that consumers will be compelled to replace them earlier than they would otherwise.

Specifically, the legislation outlaws “the use of techniques whereby the person responsible for placing a product on the



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market deliberately aims to reduce its lifetime in order to increase the replacement rate.” To be clear, the law does not compel OEMs to affirm that its products will last for a set length of time. Instead, the law requires them to be forthright or transparent in communicating its expected lifespan. (The new law also introduced the availability of class action lawsuits to this law under French civil procedure, which was not available until 2014.)

The new law was recently invoked in a case filed near Paris against four printer OEMs: Epson, HP, Canon and Brother. The case was brought by a consumer group called Halte à l'Obsolescence Programmée (HOP), or End Planned Obsolescence.

HOP, founded in 2015 to battle against the concept of planned manufacturing obsolescence, decided to be the first to test the new law. “For decades,” HOP states on its website, “manufacturers have voluntarily decided to shorten the life of products and force us to buy new ones...Our goal: To extend the life of our products and promote alternative economic models around sustainable products, reuse, repair and recycling.”

The suit charges that the companies’ printers falsely show various components

“at the end of their life” and ink cartridges empty when they still have ink. The printer companies face modest fines of €15,000 but the loss will expose the OEMs to negative publicity. And in the face of the ever-growing support of the circular economy, especially in Europe, the OEMs will look very backward indeed. ■

Judge has served as the executive director of the International Imaging Technology Council, a not-for-profit trade association serving imaging supplies remanufacturers and dealers, for 17 years. Judge was the executive editor of Recharger magazine. A lawyer for 30 years, Judge also has litigation experience. Judge's work has been published in Recharger, and several other industry magazines. She has won critical acclaim for her writing and industry advocacy. She has assisted in the preparation of six friend-of-the-court briefs. Judge has presented the position of the industry to the International Trade Commission. She can be contacted by email at <tricia@i-ipc.org>



Your Feedback Please

Back in the USA, we don't have (but maybe should lobby for) this magnificent legislation. And what about the anti-competitive effect of Epson's behavior? The remanufacturing aftermarket has been actively and successfully arguing the anti-competitive effect of the OEMs' activities for decades. Recent lawsuits by the OEMs reflect those victories as they have been targeting new-build producers, not remanufacturers. Still, the remanufacturer in the Epson case has to dig deep and take on the OEM, perhaps to be joined by other defendants that Epson has yet to pursue.

How about you? Are you sick of these random lawsuits when you know your company should be protected by the right to repair? Want to pass legislation like the Hamon Law? Please let me know at tricia@i-ipc.org. Maybe we need to show our “class” and defend ourselves together.

A woman with dark hair and light-colored eyes is peeking over the top edge of a large, brown cardboard box. Her hands are visible, gripping the top edge of the box. The background is a plain, light-colored wall.

Time to Cha

A Niche Market Solution Ma

A hand is visible on the left side, holding the top edge of a brown cardboard box. The box is positioned in the lower-left quadrant of the page. Overlaid on the box and the background is the text 'Why Be the Way?' in a large, bold, black sans-serif font. Below this, in a smaller, italicized black font, is the text 'Christine Zhang, RT Media'.

Why Be the Way?

Christine Zhang, RT Media

The Oxford Dictionary defines a niche as “a specialized but profitable corner of the market.” Wikipedia identifies a niche market as “the subset of the market on which a specific product is focused.”

Those who are lucky enough to find a niche market find it can have good margins and be highly profitable. Those who are in mainstream businesses, by comparison, are forced to compete on price, availability, delivery and other factors that make it very competitive with smaller margins and less profit. Of course, if many competitors enter the niche, it ceases to be a niche.

Each niche market is highly specialized and aims to survive the competition from numerous super companies. Many established companies also create products for different niches. Some niche market companies began by identifying a market niche, then satisfying it. Others carved a niche within the broader market.

Arnald Ho started Print-Rite 37 years ago in what was at the time, a niche market. The company that he continues to lead today was the first of its kind in Asia. Ho observed at the time that the small, nimble-fingered Chinese workers could refill ribbon canisters, ink and toner cartridges better than anyone else on the planet. He found a niche but China was soon crowded out by others who wanted to be part of this very profitable industry.

HP has all-in-one machines for printing, scanning and faxing targeted for the home office niche, while at the same time having machines with a single function targeted at big businesses.

In busy times, when orders are flooding in and you are working overtime to meet deadlines, who has the luxury of free time to do the planning required to explore new niches and successfully launch into new markets? While no one enjoys the challenges of today’s economy, a slow time is the right time to re-evaluate your company’s business strategy.

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Label printing



One printing niche that is booming just now is label printing. A label printer is a computer printer that prints on self-adhesive label material and/or card-stock (tags). Label printers are different from ordinary printers because they need to have special feed mechanisms to handle rolled stock, or tear sheet (fanfold) stock. Label printers have a wide variety of applications, including supply chain management, retail price marking, packaging labels, blood and laboratory specimen marking, and fixed assets management.

Epson launched its leading label and package printing solutions at Labelexpo Americas in Chicago. Epson's high-quality label presses can be tailored to meet various needs and budgets, and provide media flexibility for pressure sensitive, shrink and in-mold labels, as well as flexible packaging. Besides, Epson also launched its line of ColorWorks on-demand inkjet label printers, which deliver fast, efficient, custom labels on-demand to save time and reduce costs.

UniNet—with over 25 years of experience in the imaging industry and a leader in imaging products for laser printers, copiers & MFP's—has also moved big time into this niche. Their do-it-yourself product label printing provides a faster and more flexible solution with the iColor 700 digital label printer. This single-pass, four LED color laser label printer can print high resolution labels at speeds of up to ten meters per minute. The company claims toner-based label printers produce more vibrant colors and sharper text, have more consistent color and no banding issues that are common with inkjet printers. It can print on matte, semi-gloss and high gloss paper labels and tags and polypropylene, polyester and vinyl film.

Edible ink printing



One of the most requested niche solutions requested by visitors at any of our many expos in the Americas, Africa and China is for edible ink printing. Edible ink printing is the process of creating preprinted images with edible food colors onto various confectionery products such as cookies, cakes, or pastries. Designs made with edible ink can either be preprinted or created with an edible ink printer, a specialty device that transfers an image onto a thin, edible paper. Some edible inks and paper materials have been approved by the Food and Drug Administration and carry its generally recognized as safe certification.

Amazon has a Canon edible printer bundle for sale that comes with edible ink cartridges and frosting sheets for less than US\$160. For those wanting to get into this niche, an investment of US\$3,000 can set you up with an A3 edible inkjet flatbed printer that can print directly onto cakes, candies, cookies and biscuits and chocolate.

Flatbed digital printing



Flatbed digital printing typically uses an inkjet printer to reproduce digital images.

Inkjet printing is considered to be the future of digital printing. The process uses ultraviolet (UV) curable inks to print digital images on flat surfaces.

This process is important as it can print on numerous surfaces such as wood, metal, glass, and tiles. The technology can also print on materials that have varying levels of thickness.

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Fluorescent toner



Apart from the dazzling impact bright fluorescent colors can make under ultraviolet light, there are many practical solutions for the use of this niche product. Under normal light the image appears to be transparent and cannot be seen providing a much needed solution where security is required. Anti-fake fluorescent products can vary in color including red, purple, yellow-green, blue, green, yellow, white, orange and black. They are resistant to solvents, yet can be very environmentally-friendly and non-toxic.

Uninet Imaging is also a manufacturer of fluorescent toner powder for its line of iColor printers. The iColor series are used in the beverage, food, pharmaceutical, nutraceutical, chemical and cosmetics industries, as well as others that require prototype, custom and variable data labelling and even security printing.

Flower Printing



A number of franchises have now been set up to meet the demand for the printing onto flowers. Speaking Roses, for example have developed and patented a user-friendly, reliable flower printer that can emboss personalized messages and images using bright or metallic colored ink directly onto fresh petals at the rate of 6-10 roses per minute.

These printers are a high-tech and unique product, and becoming popular all over the world to print unlimited messages, photo, words and logos onto flowers as a special gift for friends, colleges, lovers or customers.

The photos printed on the flowers are clear and durable, just like grow on flower, it is not damage the leaf. And it could print three flowers one time makes your work more efficient.

Printer air purifier



Beijing Laser Hi-Technology Co., Ltd has developed an air purifier, which can be simply placed on top of a laser printer. Using the separation design of full-coverage gas-collecting hood, this air purifier absorbs the fine dust during printing as well as the smells caused by the toner and paper heating. The air purifier is small and light, which would not affect the printer's operation and consumables replacement.



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珠海佳印数码科技有限公司坐落于美丽的城市——珠海，是珠海凌印集团的子公司，是一家专门从事数码喷印墨水研发、生产和销售的综合性企业。佳印数码以“严谨的态度、一流的产品、一流的服务”为宗旨，凭借集团雄厚的实力和一批资深研发、生产和销售团队人员，公司在比较短的时间内建立了多个系列的先进墨水产品线，产品热销国内外。

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ABOUT US

ZHUHAI COLOR SPRING DIGITAL TECHNOLOGY CO., LTD, One of the subsidiaries of Top-print Group. Located in the beautiful city—ZHUHAI, Which is specially engaged in R&D, Production and sales of digital inkjet ink. Color Spring Digital aimed at "Rigorous manner, Top-class products and Top-class services". By virtue of strength of group and a member of experienced R&D, production and sales team, Color Spring Digital established multiple inkjet ink production lines in a short period of time and products to besale both domestic and abroad.

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ZHUHAI COLOR SPRING DIGITAL TECHNOLOGY CO., LTD committed to providing environmental production, economic and quality ink to the digital print subscribers all over the world. We are willing to work with global customers and peers to build a win-win cooperation and create a future strategic partnership!



崇德尚贤 和谐共赢

Magnetic Inks and Toners



There is still a huge demand by banks and financial organisations in particular to have magnetic inks and toners available for use on checks (cheques). Receiving an accurate and reliable MICR (Magnetic Ink Character Recognition) signal is crucial for check printing. Since 1963, TROY has been manufacturing ink and toner. They claim their magnetic inks and toners have been specially formulated to maximize adhesion and readability, while conforming to the highest ANSI standards and incorporating state-of-the-art improvements. TROY is a security company based in California that also manufactures ultraviolet fluorescing security as well to any printed check.

There are too many opportunities to list them all in one article, but these few ideas may inspire you to think “outside of the box” to research and find that small, but profitable corner of the market that will differentiate you from the competition. Such a find will allow you to serve customer needs in a targeted, successful and rewarding way. Keep an eye for new trends that create new niches. Think positively, plan strategically and serve your niche market. These are the steps to an exciting and successful future. Where will you carve your niche? ■



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Achieving is No Accid

— Ninestar's Jason Wang says a

g Better Quality ent

automation is reforming the manufacturing journey

RT Media Staff

NINESTAR HAS been celebrating its eighteenth birthday during 2018. Eighteen years is a short time in which to write a long history. However Ninestar has managed to write itself into the history books having created many milestones. The fact that so many have been created in such a short time is a marvel in itself.

What was once a small 1,000 square meter factory has become a giant industry park covering 450,000 square meters. Its expertise has grown from remanufacturing inkjet cartridges to researching, designing and manufacturing inkjet and toner cartridges, chips and through Pantum—its affiliated company—China's first line of printers. The company then went center-stage by being publicly listed and acquiring such icons as Static Control Components and Lexmark International.

Thanks to Ninestar, the divide between OEM and Aftermarket has been changed forever. Such developments were destined to attract attention and Ninestar has gone on to change the character of the printing consumables and imaging industry. And the story has not finished yet. There is more to be written in the history books as this legend continues to create, reform and persevere as it finds new journeys to pursue.

Innovation for Intelligent Manufacturing

When one walks into Ninestar's newly automated workshops you are confronted with the metallic sound of robotic arms and machinery busily getting on with the job. A white manipulator smoothly

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and perfectly installs a magnetic roller into a toner cartridge in just six seconds. Then the toner cartridge is whisked away onto another automated process as it continues its journey. The whole process is completed automatically and efficiently.

"This automated production line for color toner cartridges has a high level of integration and accuracy," explains Jason Wang, the senior vice president of Ninestar Corporation and the general manager of the Printing Consumables Business Unit.

"The structure of a toner cartridge is very complex. It may not surprise you that the entire automated production line needs to be debugged repeatedly until it can

be made ready for mass production." He goes on to explain the investment for such an automated process is huge. Ninestar has had to overcome many difficulties in order to develop it successfully. "At present, Ninestar has 30 automatic production lines: 28 being for inkjet cartridges and the other two for toner cartridges." Wang is pleased to announce that Ninestar now has the highest level of automation

in the aftermarket. "Ninestar's smart production equipment allows our dealers to win big in the market, especially in the color supplies market. We will continue to increase our investment and expect to have five automatic production lines for toner cartridges in the near future," Wang reveals.

Wang explains innovation is the key ingredient. He

development of cartridge micro-pressure valve ink supply technology laid the foundation for Ninestar's inkjet cartridges. In 2004, the development and successful filing of Ninestar's independent compatible toner cartridge patents gave birth to the new-built compatible toner cartridge industry in China.

Innovation has also been applied to Ninestar's business model. The acquisition of SCC and Lexmark between 2015 and 2017 upgraded its industry chains giving

Ninestar the strength to pursue new opportunities—many thought to be impossible.

In Wang's opinion, the rise of the Internet of Things, the ability of artificial intelligence and other emerging information technologies has

triggering profound changes for many industrial companies willing to embrace change. Ninestar has been one such company committed to transforming its R&D, manufacturing, industrial form and business models accordingly. The current huge investment into automated production is clear evidence, providing Ninestar with a powerful weapon



claims innovation has become the spirit of Ninestar and is embedded to the point of excellence. "Innovation has been the 'secret ingredient' since our beginnings, eighteen years ago." In 2002, for example, Ninestar was the first to develop universal inkjet cartridge chip encryption technology to achieve the sustainable development, manufacture and supply of universal inkjet cartridges. Then, in 2003, the first



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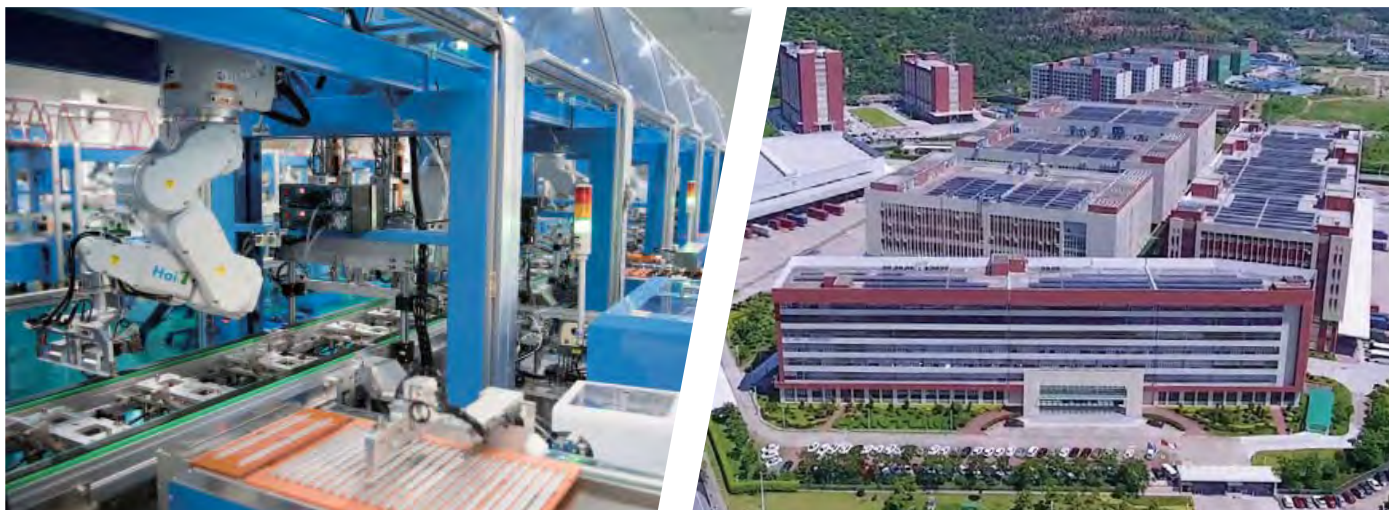
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to realize its future development.

Never forget our initial intention

According to Wang, Ninestar's development into automated technologies originates from its relentless pursuit of product quality.

Manufacturers, distributors and customers alike know Aftermarket printing consumables vary in quality. Ninestar's QC team has found traditional manual operations cannot avoid inconsistency and unreliability. Every human on the process line is different and each performs differently. So the final product will also vary. "We must provide our customers with a consistently reliable product," Wang explains. "We expect every item on the same production line to be consistently the same. They cannot vary. We have moved to automation as it is very difficult to achieve product consistency using traditional manpower." Wang goes on to explain it is difficult to employ and maintain good workers in China's bustling manufacturing industries. "Qualified products have strict workshop environment and manual skill requirements. At present, the employment situation in China is not able to meet those requirements. At the same time, our customers have increasingly higher expectations and requirements in terms of product quality. We believe the automated production line is the best solution to ensure product quality."

Automation is not just equipment. It's a systematic and complex project. It means software and equipment must work

together while integrating many fields such as electromagnetics, electricity, computers and network communications. It is only possible when a strong company platform can provide solid technical support. In order to achieve truly intelligent automation, logistics, warehouse management, high-end manufacturing, post-maintenance—among many other processes—need to be integrated, placing a huge challenge upon the manufacturing department and even the entire company.

According to Wang, the ongoing success of Ninestar's automation systems rely on the innovation that continues to go into equipment automation and system information. The resulting benefits are obvious: production and manufacturing processes have become better standardized and improved, which results in improved product quality.

Ninestar commenced ink cartridge automation in 2012 and toner cartridge automation in 2013. "To date, Ninestar has invested more than 100 million yuan (US\$15 million) on developing automation. It has completely transformed production from the traditional 'screwdriver' or handmade processes," says Wang. As the Aftermarket leader, Ninestar has been solving the stability problems of compatible products by transforming from low-tech, low-input, low-threshold to high-tech, high-input, high-threshold manufacturing.

For the past 18 years, since operations commenced, Ninestar has learned product quality is the cornerstone of an enterprise's

success. In addition to introducing automated production lines, Ninestar has also invested heavily into equipment that can test raw material quality before it reaches the assembly process. Its printing consumables laboratory, set up in 2004, is a multi-functional, comprehensive experimental base that integrates developing, proofing, testing, storage and measuring. This laboratory has continued to add sophisticated, comprehensive and accurate, state-of-the-art measuring instruments and testing equipment. To date, the investment has run into the millions of dollars (US) in order to maintain quality—from raw materials to production, from finished products to shipping—with every process.

"Providing quality to our customers is neither a slogan nor a tagline," Wang adds. "It's simply what we do. It has been our intention all along."

Concentrating Upon the Future

Today, Ninestar is a leading company in the supply of third-party printing consumables. Its qualified products with proprietary technology are well recognized by the global market. "Automated production has become the best tool Ninestar possesses to achieve the balance between quality and efficiency." According to Wang the investment into automation has been a success. "Ninestar will increase its investment in automation. Thanks the fine efforts of our staff, Ninestar is well positioned to write new chapters in the history of this exciting industry." ■

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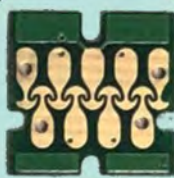
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A chalk-drawn illustration on a dark background. A person is standing on a ladder, reaching up with their right hand towards a glowing yellow lightbulb. There are four other unlit lightbulbs hanging from above. The person is drawn in a simple, sketchy style. The lightbulb they are reaching for has several short lines radiating from it, indicating it is on.

Adapting and Re-Inventing the Imaging Industry

*Mario Allen Clement
Senior Market Analyst
IDC Centre for Consultancy & Research*

FROM EDIBLE cakes to customized codes on eggs, we have come a long way from traditional printing to new applications that are helping vendors sustain in a highly competitive market.

The latest IDC Asia Pacific Semi-Annual Printer Consumables tracker recorded year-over-year (YoY) declines of 1.5% in unit shipments and 3.7% in shipment value in H2 2017. This translated to a total market size of US\$ 2,738.75 million in value for H2 2017. The decrease was sharper in the ink market compared to the laser toner market.

Though OEMs are catching up in the laser toner market, the price gap between OEM toner cartridges and third-party toner cartridges is still quite wide, hence third-party are still enjoying popularity among consumers and enterprises owing to the price sensitivity of the APeJ market. However, IDC forecasts a sharp decline in shipments for the ink cartridge market in coming years as third-party vendors are switching their focus onto laser toner products for a more profitable margin post the entry of ink tanks in many countries.

Moving forward, we expect the Asia Pacific (excluding Japan) market to be affected by radical changes in many countries caused by changing business models and government policies and even the impact of printing behavior as a whole. For instance, the price of paper in China doubled at the end of 2017. Other countries and markets, like Australia and New Zealand, are increasingly seeing the impact from digital transformation in print. A few countries have had major political shifts that slowed down demand, especially in government. The change in government policy in countries like India and Malaysia has already impacted their respective markets as well.

The concept of selling more has changed drastically in the last 5 years to selling services bundled with consumables. This has been a game changer throughout the entire Asia Pacific region. IDC notes that smaller vendors in many countries have adopted to provide solutions rather than just selling consumables. In doing so, providers are now largely leveraging on access to the Internet to create the awareness towards using a third-party



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Applications

Suitable for all kinds of paper, office printing, image output, graphic quick printing, etc.



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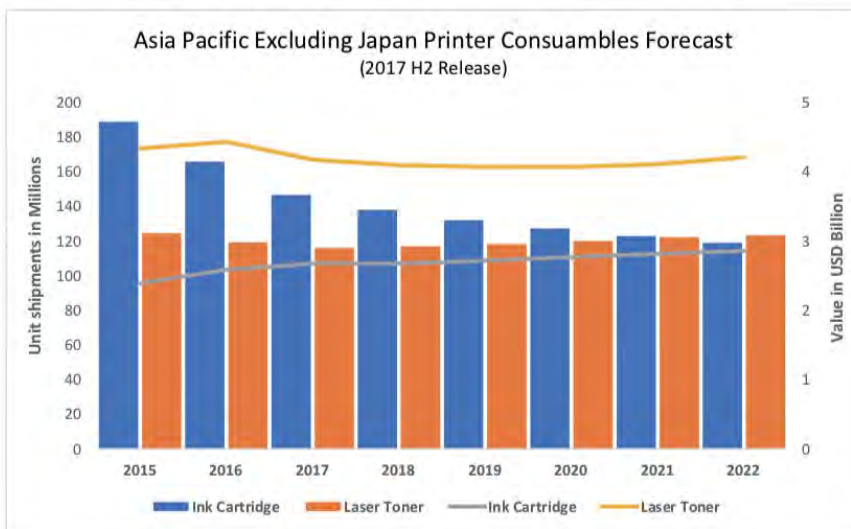


Vendors are switching their focus onto laser toner products for a more profitable margin post the entry of ink tanks in many countries.

product and also to establish their brands with a strong presence. Priced attractively when compared with originals, customers can now sample and research products they can commit to and look at the differences themselves when choosing the right vendor for their printing needs. Many end users are asking the compelling question, "Why are originals priced so high when the quality of print is the same?" This has helped many customers switch

exchange of the older currency notes required a printed document to be submitted to the banks. GST changed the way businesses were run and printed documents were required to be maintained for invoicing and freight related information. With many more untapped markets, there is bound to be a segment that will ensure printing on paper will remain for many more years.

(**Table below prepared from Forecast Release of Asia Pacific Semi-Annual Printer Consumables Tracker H2 2017)



over to a new-built compatibles or remanufactured cartridges rather than purchasing an original cartridge.

The paperless society and digitalization have long been mentioned as the state of the future, but new opportunities and untapped markets are helping vendors "milk their cash cows" even further. For example, vendors aggressively targeted the tier two and three cities in India during the "demonetization" and the entry of "GST" where the printing volume completely shifted towards different verticals. During demonetization, the

Change in business models needs to be addressed as early as possible

Change in the product itself has created ripples across industries, which are now becoming a new norm. OEMs are quickly following suit to revamp their previous age-old business models and are trying out their hand on earning their margins from the hardware instead of supplies.

A few years back, ink tanks swept away the ink market causing a drastic decline in cartridge-based products and even impacting the entry-level



Argentina

Gustavo Molinatti

gmolinatti@guiadelreciclador.com
www.guiadelreciclador.com

Profit decline has pushed many Latin aftermarket companies to search new opportunities in adjacent businesses. Sublimation, labeling and production print have been some of the explored businesses. MPS, a business model yet to be fully developed, has many regional companies offering services but still based on a cost-per-page or equipment rental models. I see there are advantages in exploring inkjet penetration in the office environment. Wide format is also a good option, a business that is enjoying a nice 14 percent growth in Latin America compared to 2017.



Romania

Victor Matache

toko@toko.ro
www.toko.ro

In my opinion, the office has almost reached its peak in toner and ink technologies. Only a new innovative technology could now disrupt this industry. "Laser engraving" for monochrome prints could be one. In the meanwhile, equipment costs have gone up, while the price of consumables has gotten cheaper, discouraging aftermarket supplies. All links between the manufacturer and the channel distributor have been greatly reduced. At the same time, the use and distribution of digital documents (PDFs) has greatly increased and this has reduced print volume. Under these circumstances, the opportunities open to us include selling OEM equipment as well as OEM consumables and compatibles while offering service and repairs, MPS contracts and equipment leasing. Another high value added activity is the collection of used cartridges which are considered Electric and Electronic Waste and can no longer be disposed of as household waste—a good opportunity.

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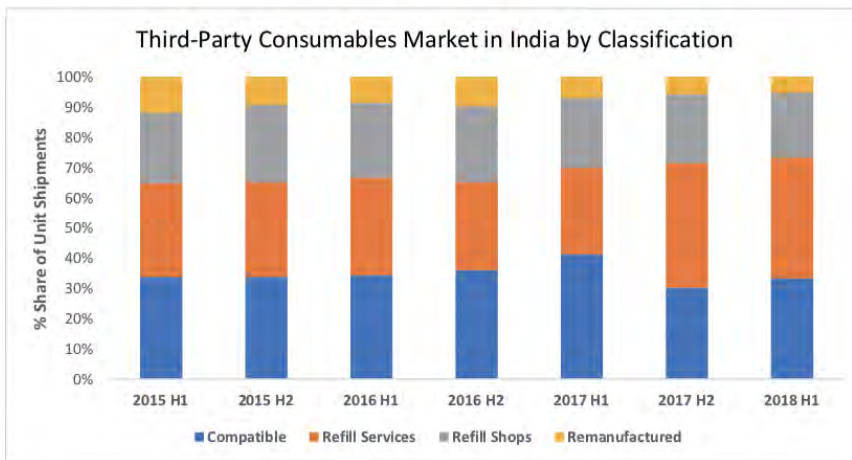
During demonetization in India, the exchange of the older currency notes required a printed document to be submitted to the banks.

laser printers. These disruptive changes have not just impacted the Aftermarket but also the original vendors to change quickly regain current position or they face to lose out on the market dominance.

Recently the Brother B Series, replicating the classic ink tank business model, has successfully launched “Toner Boxes” costing less than USD \$15 which print over 2,600 pages on average. This new

verticals. Verticals, particularly like financial (banks, insurance) healthcare, legal and education (libraries and universities), have shown potential with many third-party vendors providing products and services with a focus on the actual work rather than managing a cost driven department of the organization.

(Table below prepared from the Historical Release of Asia Pacific Semi-Annual Printer Consumables Tracker 2018 H1)



technology has received mixed reactions where some third-party vendors are already expecting to have the same impact that ink tanks had a few years ago by reducing the margins that the vendors previously enjoyed.

Vertical focus will be a key strategy to all vendors:

Vendors are now focusing and trying to tap into verticals compared with previous strategies where they were selling all over the place. This focus will ensure vendors to investigate and assess the market to see where they see fit and could become a key player in those specific

Gradual decline of middlemen between manufacturers and buyer:

It is easier to notice the ever-growing smaller brands that have moved into a market and stayed more than 6 months re-strengthening their brand. At IDC, we have witnessed importers in Asia Pacific are declining in numbers as transparency and ease-in-shipping-process has helped smaller brands place orders directly with the manufacturers thus reducing the need for import agencies. This has created demand for quality for Aftermarket products since the smaller vendors can easily switch based on preference and requirement.



Poland

Przemek Kowalski
przemyslaw.kowalski@thi.pl
thi.pl

Before we start thinking about new opportunities, we should try to predict what might happen in the near future. To date, no company has gained a significant market advantage in Poland with an “Amazon” b2b or b2c business model. What conclusions can be drawn from what has happened in the North American and Western European markets? Are there possible threats? Surely it is better to learn and be ready based upon the experiences and mistakes of others—to be one step ahead. Many large customers have unique requirements. There is an opportunity to implement advanced programming solutions but meeting such requirements, means having experience ready to go. Otherwise, customers may experience significant delays which will negatively affect their experience.



Egypt

Mohamed Maher
m.maher@egyptchinathec.com

There has been significant and rapid growth in the print sector in Egypt especially with new technologies such as digital and 3D printing. Other industries, such as packaging, are also using these technologies. Therefore, specialized trade shows have increased to help the investors create new business opportunities and face-to-face meetings with customers, manufacturers, agents and industry experts. Investments into printing and packaging sectors exceeded EG\$6 billion (US\$334.8 million). The Egyptian government encourages and facilitates investments like this and urges new partnerships with foreign countries and corporations, and the entering of Egyptian products into new markets.



South Africa

Patrick Naude
pat@cmkyindustries.co.za

The best way to grow a business is to have a more sales. In order to achieve this you need more raving fans that will buy your products. One option is to use the branding of a well-known franchise to improve your visibility. Adding more stores in different regions will give you a wider footprint for your products and allow you to sell into more established markets. This will not only give you more sales, but you will empower more people by creating jobs. In turn, this will give you better buying power as your supply purchases will become larger. Then, when you are ready to sell your franchise it will be worth more. That’s how to create wealth. But watch your cashflow.

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Many smaller brands have entered the market given the added attention to quality by financial, healthcare, legal and education organisations.

The impact from the GST in India has seen a rise in many smaller brands in the market and with added attention to quality. In addition, the importing process was simplified with the introduction of the GST allowing smaller players to import directly from the manufacturers. It has taken almost 6 months for the whole market to reshape their importing patterns allowing local manufacturers to grow in the refilling market for that short period due to availability, which had been declining due to cheaper compatibles flooding the market. It is important to understand that not all local consumables providers switched to new-built compatibles as business sentiment preferred remanufactured and refilled products for quality and reliability.

Will consolidation help in growing the industry or to dictate terms?

In mature markets, consolidation has been long overdue. Ask the likes of HP who bought over Samsung in order to enter a new market. APEX now has the brand and distribution arm to focus specifically on verticals. Acquisitions by G&G focused more into the supplies market where they are no longer just a manufacturer of printer consumables but a fully pledged printing solution vendor. All this reveals the path towards dominance in export markets by Chinese manufacturers. It should provide a wake-up call to many to re-structure and adopt change because the whole industry is being reshaped. This includes operational efficiency, the acquisition of new technologies and consolidation in order to gain industry control.

Print contracts may go back to “basics”

Organizations, both large and small, are looking for ways to save cost. Print has often been overlooked as a business cost area but is increasingly coming under scrutiny. Managed Print Service or MPS continues to come up as a solution. From either the hardware or consumables vendors' perspective, MPS is a perfect way to stay relevant at a time of decreasing page volume and to continue capturing the dollars moving out of hardware and supplies and into services and solutions. For end-users, MPS can help remove one task off the IT manager's busy work schedule. Often, the IT manager may not entirely know the extent of the print requirements of the business.

However, even contractual arrangements in print are also going through reinvention. Many end users, especially in developed countries, have gone through several rounds of MPS contracts. They are now looking for alternatives that do not require the lengthy lock up, three or five-year contracts. There is an observed movement towards fixed-cost and “all you can print” business models, which seems to be appealing to many organizations since they require little commitment from the end user and are based on actual print cartridge consumption. Moving forward, SMBs that may have only recently transitioned from transactional purchasing to rental/leasing or basic print service type may even leapfrog to this business model. Print and IT buyers will be looking to their print providers to offer them a variety of print-as-a-service options from which to choose based on industry, technology, and business compliance and that fit

their specific organizational size and needs.

In the end, the industry is still huge with opportunities for all. The strong will adapt and reinvent to grow into untapped markets whereas the weak will slowly die out. Vendors need to make sure they do not overlook the huge risks, change in business models or neglect the external factors such as digitalization and the change in the printing behavior as these are bound to make impact in the years to come. ■

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Email marketing is dead!

Zoltan Matyas

EACH DAY, the average office worker receives 121 Emails and sends out 40. Everyone I know complains about the number of Emails in their inbox. There are people who made considerable amount of money writing books about helping us to efficiently manage our Outlook. We all receive SPAM and are being copied into Emails we shouldn't! We spend a lot of our precious time organizing our mailbox but relatively small amount

of time searching in it. We subscribe to newsletters we never have time to read and too lazy to unsubscribe to. So, we just keep hitting the delete button because it's faster.

In 2018, we humans are projected to send 280 billion Emails per day and the number is growing. We hate them but we love them. We can't do business without them. The first Email was sent in 1971 and 86 percent of professionals in 2018 still name Email as their

favorite model of communication.

It's an inefficient, but well consolidated, channel of communication and because it has a direct link to the consumer, some marketers continue to use it. Email marketing has gone through many changes with "open" rates dropping dramatically in the last 10-15 years.

Today, many marketers find Email marketing unsexy and old fashioned. Many say it's too old and its no longer

Marketing

Is it really?

good enough to reach the audience and cut through the noise (SPAM). However, let me tell you. They are dead wrong.

Yes, there are issues and difficulties just as there are with any other tool. It's not the question as to whether Email marketing works or not, but more of a question if you know what to do with it.

A well-executed Email campaign is gold and a well segmented and nurtured Email database can make a

huge difference to your ROI and digital marketing strategy. Of course in 2018, we need to understand the context and know how to use the tool in our information-intoxicated world.

Therefore, here is a list of the ten trends in Email marketing in 2018 that will help you improve your open rates and get a better ROI out of your Email campaigns. This list contains the latest most significant Email marketing and marketing automation techniques used

by top brands to better engage with their audiences.

Let me start the list with a strong statement: In most cases Email delivers the best ROI of any marketing channel.

With the right plan, execution and technology in place, Email is a very powerful marketing tool. It has the power to change the whole relationship with your audience. For example, personalization, segmentation, machine learning, alpha/beta testing,



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personalized recommendations and automation—among others—can turn a delete button hitting, SPAM filtering customer into a long-term brand ambassador forwarding your Emails to friends.

The latest developments in technology and strategy have made data driven Email campaigns more powerful than it ever was and done right, Email campaigns will have huge impact in nurturing customer relationships. Companies who deploy efficient Email campaigns will be on the winning edge in 2018 and 2019.

As Email is one of the most effective digital media channels—right next to social media marketing—it's important to keep up with the developments around Email.

When it comes to feeding the top of our sales funnel—our reach—Email is right there in effectiveness with

SEO and PPC ads. It's always about strategy and tactics. Email is the same. Unless you understand the tactics and techniques it's pretty useless to have a strategy.

IN MOST CASES EMAIL DELIVERS THE BEST ROI OF ANY MARKETING CHANNEL.

Let's look at the first two trends:

1. GDPR – General Data Protection regulation:

Everyone one of us living in the European Union (EU) has been recently affected. We all received policy updates and had to accept new data protection policies. As for the rest of the world, privacy and trust is an issue Email marketers cannot and should not ignore. The EU GDPR regulation has been created to defend consumers and

help marketers to stay within the law. The key is trust, privacy and data. With the news every day of data breaches, identity theft, digital crime and fake news,

consumers are trusting less and less. Terrible “spammy” marketers who send Emails out without value content and relevance to the

customer are further eroding trust. When it comes to giving out your Email address, trust is the most important factor.

Marketers need to understand that giving customers what they want is always the right thing to do. My guess is that the GDPR, that is now in force in the EU, will clean up the mess. We will possibly see some hefty fines for large corporations who abuse Email trust.

Under GDPR you need to be able to demonstrate that good data

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protection is an important part of your business or you will be at risk of a fine. We saw how almost all brands reached out to customers to get consent Email reconfirmations. We saw a lot of innovation here. As a result, customer expectations are on the rise here in the EU. GDPR is important and cannot be ignored. Innovation and finding new way to demonstrate to customers that their data is in safe hands will help us to gain trust and get better Email results. GDPR is here now so there is no better time to sort out data, become strategic about the approach and take the brand customer relationship trust to the next level.

2. Email layout, the look and feel of what you send out –

Customers are changing. When you launch your marketing Email to your database today in 2018 your audience will see it in different environments such as smartphones

or tablets, iOS or Android operating systems, a variety of different screen sizes—both horizontal and vertical—and browsers such as Google Chrome, Safari or Firefox. Guess what: the Email you just sent will display differently on each because the client device has to interpret HTML and CSS and each does it in a different way.

Ignore this and soon your Emails will be treated as SPAM. It may seem impossible to build an Email that looks good in all situations and formats. That is why it is critical to learn about your audience. Developing dynamic Emails is key to staying relevant. Interactive Email features like drop down menus, carousels, hide/reveal content is what keeps customers engaged and interaction on the rise. Running polls, feedback surveys quiz or simply asking for data in an Email are cool features. For such simple activities you don't need to

take the customer to the website since it can be resolved right there in the Email saving your customer a click. Of course, there may be challenges but we will see smarter and smarter layouts in the future.

----- to be continued with further trends such as mobile friendly Emails, personalisation, audience segmentation....and more. ■

Zoltan Matyas has a 15+ year track record in the imaging aftermarket, and is an active member of the European remanufacturing industry.

He is also an expert in developing digital marketing and social media strategies for both for B2B and B2C operations in and outside of the industry. He holds a university degree in digital and social media marketing, as well as being an active practitioner in consulting and developing digital marketing projects for SMEs in various sectors. He is familiar with concepts such as online engagement, community management, digital lead generation, and inbound and content marketing. <Zoltan.Matyas@wta-suhl.de>





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5 QUESTIONS

Everything and anything is possible

—Recent restructuring at Cartridge World saw three key staff laid off. However, former Global Chief Development Officer, Harry Stoubos, is positive about his future.

What did you gain during the time at Cartridge World?

My time at Cartridge World (CW) provided me with an excellent opportunity to meet amazing people from a variety of different cultural and economic backgrounds. Despite the obvious differences they were all like-minded in doing business—successfully. That rich experience allowed me to open doors in over 40 countries selling CW products.

Why did you decide to start a new company?

I didn't go looking for another job. Rather, I decided to start my own company with the sole purpose of assisting companies realize their full potential. I know how to help market brands, products and services reach beyond their current scope with knowledge and experiences gained in foreign market businesses. There are many like-minded business owners all over the world who are always hungry to

introduce new products and services within their country.

What is the main business of your company?

My primary focus will be to research the opportunities available to businesses wanting to enter into new international markets. Acting as their brand ambassador, I can represent those companies prepare and execute a 'Go-to-Market Strategy'.

How will your previous experiences help your current business?

Businesses need the ability to negotiate mutual outcomes that benefit all parties. This is the key to sustainable success, especially when you have established signed contracts for lengthy tenures and need to comply with delivering quality products, consistently and on time. In order to establish excellent rapport I have found the development of trust—which can only be gained through mutual respect—is the true foundation of success.

What's your future plan and vision?

My vision is to demonstrate how businesses from all over the world are closer than they may think to conducting business more efficiently, effectively and profitably. With my ability to bring people together, these businesses can open doors that will encourage and establish trade beyond existing borders—to see new products and services enjoy a wider consumer base previously not thought possible.

Many lack confidence or the knowhow to expand globally and don't know where to start. I know I can inspire global success. Everything and anything is possible. ■

Harry Stoubos, Founder of Atlas Global Development, <harry.stoubos@atlasglobaldevelopment.com>

PEOPLE

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UK Boss Takes Over Top Job at Static Control

For the first time since being founded in 1986, the iconic Static Control Components (SCC) is not being headed up by a member of the Swartz family. UK-based Ken Lalley has accepted the job as Chief Executive Officer. Bill Swartz, long-time president of Static Control, has a new position as Chief Strategy Officer of Ninestar Technology Inc.



New Chief Commercial Officer Appointed

Xerox has appointed Joanne Collins Smee as chief commercial officer and a member of the company's Executive Committee, responsible for sales excellence, channel strategy, order to cash and technology, services, software, and future solutions offerings.



Changes to Epson Board

Koichi Kubota has been appointed new representative director of the Epson board, replacing the current director and senior managing executive officer (representative director) Shigeki Inoue who will retire for personal reasons. Having joined Epson since 1983, Kubota holds 27,200 shares as the director and senior managing executive officer, and chief operating officer of the printing solutions operations division.



Former HP Sales Manager Joins Konica Minolta

Andrew Ward, with more than 25 years' experience in the print industry from graphic arts to commercial print, is the new sales manager for Production & Strategic Sales for Konica Minolta, New South Wales. Before joining Konica Minolta in August 2018, Ward worked as sales manager at HP Australia.



Fuji Xerox Names New Aussie MD

Takayuki Togo is the new managing director of Fuji Xerox Australia replacing Sunil Gupta (pictured), who will be returning to the US having "completed his assignment". Gupta was with the company since 1979 having held various senior roles including president and chief executive of international partners, based out of Palo Alto in the US.



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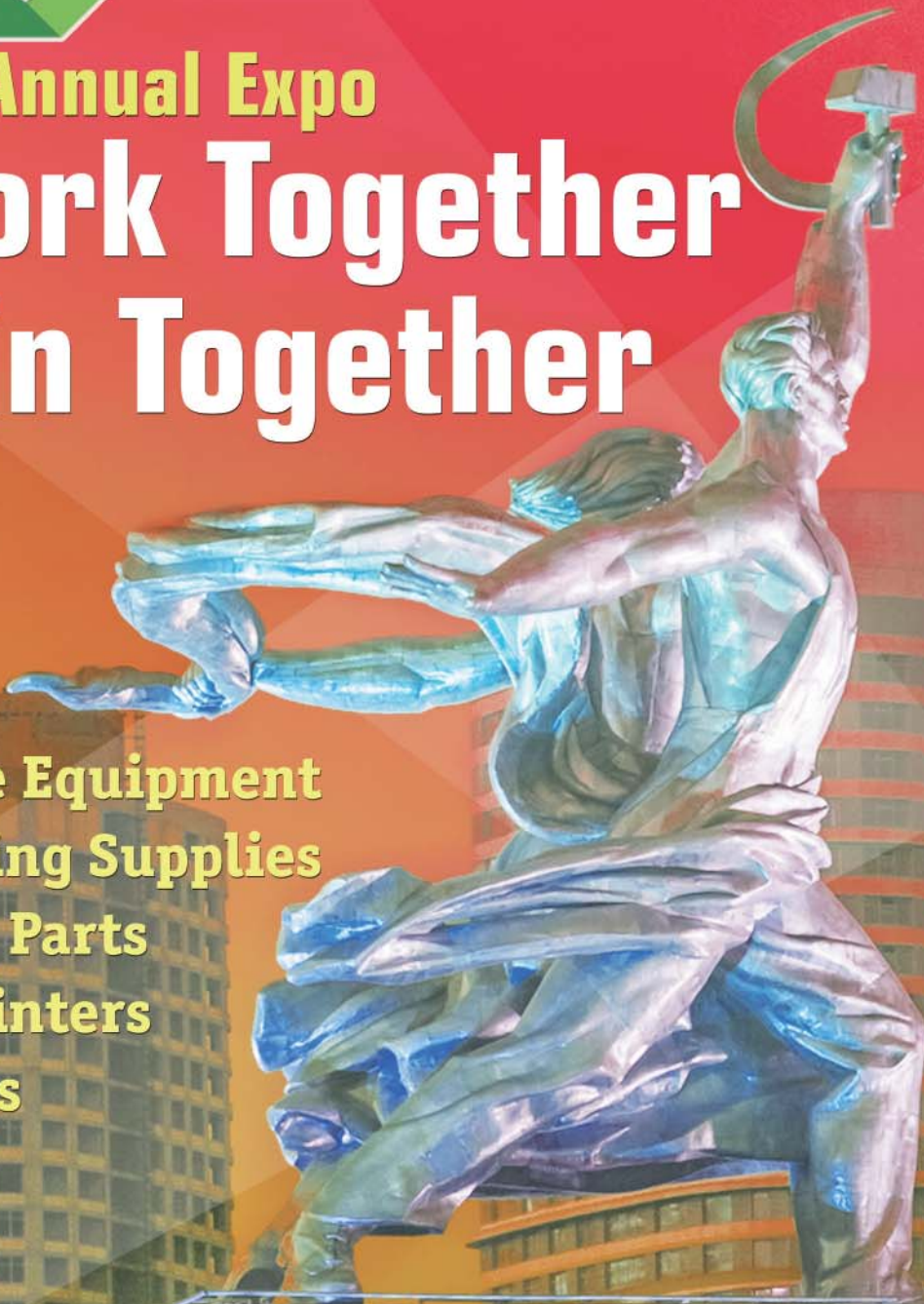
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Mark Dawson



New Opportunity For Resellers

Enabling supplies, service and information for ALL assets of the customer is the new opportunity for our resellers.

Previously, I wrote how imaging supplies resellers are ideally positioned to pivot out of the bloody red ocean of toner and ink cartridges, into the lucrative blue ocean of monetising information relating to all assets at the customer, all users of those assets, and all providers of those assets.

I remember many years ago, when I first started to learn about MPS, one of the surprises for me (I was much younger and somewhat naïve) was that most enterprises did not even know how many copiers and printers they had, let alone how efficiently these were being used. I remember how seductive it was for a reseller to present the CFO and/or CIO with a tool that identified all these hard copy output devices and showed who was printing what, when and where. Such information was very powerful in helping C-Level executives understand and reduce costs.

These days, enterprises must manage a myriad of assets. It varies from enterprise to enterprise, but typically, if there are 100 printers, there are usually about 500 users and about 2,000 assets. These include coffee machines, water coolers, AV equipment, servers, PCs and many others. It usually works out at 4 assets per FTE.

There are multiple providers. Some perform well: others less than well. Some may operate a call centre, others a web portal. Some may offer both. In any case, the user is faced with multiple different contacts and methods of communicating. Some are automated. Some are manual. None are streamlined.

It is not easy for enterprises to get an overview of which assets cause the most disruptions to workflows, which providers



deliver good service, and which users are a nuisance.

Imagine a tool that allowed enterprises to streamline all of this into one collaborative platform that facilitates intuitive management of all assets and service contracts. Imagine if this tool were available as a mobile technology app that could be used in any type of business setting including environments where no PCs or desktops were present. Imagine a tool that enables both end-users and service providers to directly communicate with each other, thus eliminating unused/badly used portals, telephone calls and e-mails, a tool that interfaces with existing systems, including CRM, ERP, Helpdesk and Job-Ticketing. Frustration would be reduced, productivity would increase, and employee wellbeing would improve.

For our imaging supplies resellers, there is a lucrative opportunity to increase sales and take out costs at the same time. Customers will “stick” when satisfaction levels increase. Customer Experience (CX) has now become the key battlefield. According to Gartner’s Customer Experience Survey of 2017, more than 80 percent of companies

recognise they must improve their CX game. The Forrester Analyst Group says that 72 percent of companies have set CX improvement as their #1 priority. CX Specialist firm Walker says that by 2020, CX will overtake price and product as the key brand differentiator. Salesforce.com says that 70 percent of buyers have said technology makes it easier for them to move their business. Microsoft says that 68 percent of buyers have higher expectations of service compared with one year ago.

Print may be flat or even in decline. But most organisations still print

something and therefore our resellers have an opportunity to use technology to make existing cartridge customers stickier and simultaneously reduce dependency on cartridges for revenue, by generating new revenues from providers of other assets to their customers. Now our resellers, directly or indirectly, can seduce the CFO/CIO with valuable information about all the assets.

For more information about this opportunity, please contact me at mark@iopbv.com ■

Dawson joined the imaging supplies industry in 1987, as a graduate mechanical engineer, and began his career in quality assurance and then production management before moving into sales & marketing. He has held senior positions with both American and European Corporations, including MSE and Clover. He is currently a Director with IOP (Internet of Printing BV) whose mission is to help independent resellers find new revenue streams and optimise margins. He can be contacted at mark@iopbv.com for more information about the IOP range of Remanufactured printer cartridges, and for advice on promoting the green benefits of Remanufacturing.

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Steve Weedon



Just What We Need

These pioneers played a major role in shaping the industry's continuing success.

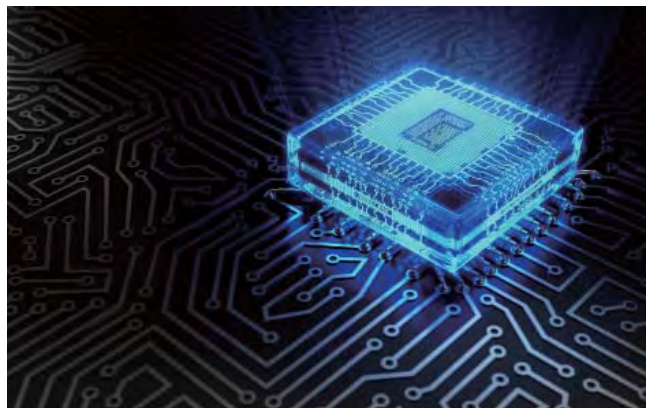
THROUGHOUT THE history of the imaging aftermarket, pioneering component manufacturers have stepped up to the plate to deliver whatever the industry needed, at precisely the right time.

Most are, or were, smart engineers with an eye for an opportunity and a big entrepreneurial spirit unencumbered with a fear of failure that most mortals possess. These pioneers played a major role in shaping the industry's continuing success. They invested from the outset, not knowing if they would ever get a return on that investment. Some, unfortunately, are no longer with us like Claus Turbon, Ed Swartz, Alan Howard and Lester Cornelius. Some are still alive and involved in pushing their companies to develop the next range of much-needed products, like the Chairman of Imex, Akira Kitaoka.

Without the supply of third-party toners, OPCs, magnetic rollers, developer rollers, cleaning blades, bushes, end plates, chips and other components the remanufacturing industry would have fallen long ago.

There was a time when empty cartridges were as "cheap as chips" and not so difficult to find. Remanufacturing offered the only choice for end users to save money when buying a replacement cartridge. Today, empty cartridge brokers have mostly been snapped up by Clover. Consequently, empty cores—the life blood of the industry—started to become difficult to find and much more expensive.

Some in the embryonic industry veered towards selling remans to the same resellers who were also selling OEM products rather than "stick the course" for direct end-



user business. This strategy stripped profit margins out of the equation and replaced it with bigger orders and bigger volume for less money. This immediate pressure of reduced margins at the reseller level flowed through to the component part manufacturers who have relentlessly chanted for lower prices ever since, crippling some and shuttering others.

The used, empty cartridge was the weak link for many years. If you didn't have an empty cartridge you couldn't play in the game. Clover, the largest remanufacturer in the industry, devised a very smart strategy. They controlled the availability and price of empty cartridges. By so doing, they created major advantages to grow their business. However, that Aftermarket monopoly came to an end. Today, with the advent of new-built cartridges (NBCs) the once much-needed empty is no longer needed. The NBC product has become a game changer and Clover's advantage has all but gone.

Not every remanufactured cartridge is good quality. However, many are. Similarly, we cannot assume every NBC manufacturer makes infringing products. The best, however, always rise to the top.

Consequently, OEMs will sue at every opportunity so those who do infringe will eventually pay the price, including those resellers who bought NBCs from the wrong company.

The weakest link today is of course the chip. Without the chip, there can be neither remanufactured cartridges nor NBCs. Consequently, the development, manufacture and supply of chips require brave decisions from entrepreneurs. From the outset, they don't know how long development might take.

There is no certainty that a chip can even be produced. The smaller, boutique chip developers, still involved in the industry, now race to get their chip solutions to market. They must compete against the large, well-funded, stock market listed companies that stop at nothing to get there first in order to monopolize and control the Aftermarket.

Fortunately, we still have pioneers who invest and push hard to meet the technical and IP challenges to provide products for our industry without trying to monopolize and control the market. One such pioneer is UII's Steve Miller who has provided an alternative Lexmark chip, relieving the industry from a crippling monopoly. It's just what we needed. ■

Steve is an award winning CEO who has held senior management positions at various OEMs as well as Katun Corp and SCC. He was the original founder of The Recycler Magazine and of trade shows in Europe. He also established Static Control's Worldwide Subsidiaries and relocated to the US to become Executive Vice President. Steve headed up the global Cartridge World network after it was acquired in 2016.
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Ray Stasieczko

New Opportunities can be easily eliminated.

Opportunities are not permanent solutions. In fact, this is what causes opportunities!

WE ALL know that Clover is the largest remanufacturer in the world. We also all know that the new-built, compatible market is causing a disruption for Clover. Why else would they have released a white paper to resellers championing the benefits or remanufacturing, and sounding the warning bell on compatibles?

What we might not want to admit is there is a bigger threat. The threat of the OEMs getting back their long-lost customers by providing them a better experience. Here are my thoughts.

With the current decline in print volume, the consolidation of resellers, the growth of compatible manufacturers and the awareness of OEMs to keep their supply cost competitive, Clover is fast approaching the point where it will collect more empty cartridges than what it sells as remanufactured. That time may have already arrived.

In my view, their model is falling. One thing is an absolute: the end-user will not print more, and market share is hard to increase when you are already the largest.

The question for Clover is this: will the compatible manufacturer win? Or, will the OEMs lower their cost enough to claw back the market share they lost when print was growing—a time when customers watched their costs which also gave birth to print management?

In the early days of print management, alternative supplies were the silver bullet to lowering an end-users cost. In those days the OEMs neglected to lower cost and this stubbornness is what fuelled the



remanufactured business model. I for one do not believe the OEMs will make that mistake again, especially in a declining use market. When I look at HP's latest earnings and supply revenue growth, it appears they are aligning with my thinking.

So, sadly the continued decline in remanufacturing will cause more consolidation and Clover will have to make some tough decisions regarding their reclaiming efforts.

I predict the OEMs will take back market share based both on price reductions and print declines causing end-users fewer concerns to save evolutionary lowering costs.

Let's look at phone services. More telephony subscribers don't manage their costs, then do. When was the last time you analyzed your phone bill? Can't remember? Neither can I. The days of consumers counting the number of pages they have printed and managing print output are also fast approaching extinction.

So, here's a thought. Which current OEM

is also a manufacturer of compatible new-built cartridges? You guessed it. So, how long will it be until they deliver their OEM cartridge as inexpensive as their compatible cartridge? I predict it will not be too long.

And here's another scenario as the war wages between new-built compatible and remanufactured cartridge suppliers. The compatible manufacturers have an advantage which could cause them to win. They could become the manufacturer to the OEM as the OEMs continue to look for lower

costs.

The fate of the remanufacturer is bleak. The fact is today's technology allows a new-built compatible to be made less expensively than it cost to collect and remanufacture an OEM spent core.

When supply exceeds demand, the market must consolidate, and when the market consolidates the fight for market share can become a race to the bottom. OEMs will look for ways not only to lower their production cost they will stay vigilant in keeping and getting back their lost supply business. We will see strange bedfellows, as they say, through this process. ■

Over the last 25+ years, Ray Stasieczko has called the imaging industry (copy/print) home. He was COO/Vice President of ImageQuest. Ray has a deep understanding of the transformation happening in the industry, and his rich experiences allows opportunities for others to navigate through the transformation.
[<raystasieczko@gmail.com>](mailto:raystasieczko@gmail.com)



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Another Busy Month For Imaging Supplies

Second quarter shipments of large format printers increased 3 percent year-over-year while revenue increased 3 percent.

ACCORDING TO IDC and their Worldwide Quarterly Large Format Printer Tracker, second quarter shipments of large format printers increased 3 percent year-over-year while revenue increased 3 percent. HP was again the leader with 34.8 percent of shipments, followed by Canon-Oce (22.1%), Epson (13.6%), Mimaki (3.0%), Roland (2.7%) and others (23.8%).

Toshiba America Business Solutions and Brother International have formed an agreement whereby the Brother Workhorse A4 mono and multifunction laser printers will be made available through the Toshiba reseller market. The A4 devices will be a complement to Toshiba's e-STUDIO A3 multifunction devices.

Physicsworld reported on a new acoustic printing technique that can use high viscosity fluids such as honey, liquid metals, or cell-laden collagen. The researchers from Harvard University and ETH Zurich were able to control drop size by adjusting the amplitude of sound waves with current possibility of 100-1000 micron drops, although they believe 50 micron drops will be possible.

Evonik has developed a polyether block amide thermoplastic elastomer polymer powder for 3D additive manufacturing. It should be especially useful for binder jetting or laser sintering.

Aftermarket toner producer **Jadi Imaging** has reportedly sold off its Suzhou Chinese toner plant that it established in 2005. Jadi will continue toner production with its other facilities in China as well as in its base in Malaysia.

Clariant has opened new facilities in Zhenjiang, China for the production of micronized wax (Ceridust) and AddWorks synergistic additives, both of which are used for various toner and ink applications.



Epson has introduced a new line of EcoTank and WorkForce inkjet printers. The eight new models typically offer print, copy, scan and some models fax. The high end models include ISO ink yields as much as 16,000 page (black) and 17,500 (color). Prices range from US\$279.99 to US\$1,199.99.

Inkjet print engine manufacturer **Colordyne Technologies** and ink producer **Kao Collins** have formed a partnership related to UV inkjet inks for the Colordyne 3600 Series UV printers. The Colordyne engine is designed to be mounted onto a flexo press and can run at speeds up to 246 ft/min. The Kao Collins inks include C,M,Y,K and white UV inks.

Epson America has opened a technology center in Carson, California, to provide dealers and customers hands-on experience with wide format printer solutions including SureColor F-Series dye- sublimation, SureColor P-Series photography, and SureColor S-Series solvent printers.

Hewlett-Packard has announced an industrial-scale 3-D metal printer to complement its existing multi jet fusion 3-D plastic parts printer. The metal printer is reportedly scheduled for 2020 sales and for a price in the US\$400,000 range.

Konica Minolta Business Solutions has announced the new AccurioWide 160 and AccurioWide 200 wide format printers. The UV inkjet printers use the Konica Minolta KM1024i print head technology for printing rigid or flexible roll-to-roll media at up to 1440x720 dpi. The hybrid system uses both LED and UV curing. These printers are the first Konica Minolta branded wide format printers.

Sharp Imaging and Information Company of America has introduced the MX-M6570 and MX-7570 high-speed monochrome print systems with 65 and 75 ppm capability. Both devices offer wireless connectivity and folding options.

Sharp has also introduced two desktop monochrome printers and two desktop multifunction devices. The MX-B350W and MX-B450W engines provide up to 35 and 45 ppm at 600x600 dpi.

Toshiba has introduced a new multifunction line of printers with 13 new models. The additions include three new e-STUDIO Series multifunction printers that include seven color units and six monochrome devices. Maximum speed of the new units is 50 ppm.

At **Labelexpo Americas** **Xeikon** showed off the new 3030 web-fed digital label press as well as a coating and digital converting line. The label press uses dry toner with five stations to allow white or special spot color. The toner has also achieved FDA certification for both indirect and direct food contact. ■

For more information about patent applications, a list of technical journal articles, lists of raw materials suppliers for toner, inkjet and the imaging industry contact John Cooper for his monthly newsletter at john@tonerandinkinfo.com

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Mike Josiah



Remanufacturing the Brother HL 2350 Series Toner Cartridge TN-730/760

The Brother HL-2350 printer engine is based on a 32ppm, 2400 x 600 DPI laser engine. These machines have a first page out in less than 8.5 seconds, and come standard with 64Mb of memory. The HL-2350 series also has duplexing built in. New printers in this series come with a Starter cartridge which is rated for 700 pages. The starter cartridge does not come with any reset gears.

There are two different toner cartridges available for these machines. The TN-730 is rated for 1,200 pages, and the TN-760 is rated for 3,000 pages. The drum unit which will be covered in separate instructions is rated for 12,000 pages. There are different part numbers for these cartridges depending on your region. They are as follows:

	STD	HY	Drum
Cartridges:	TN730	TN760	DR730

Figure A shows the toner cartridge with the developer roller cover.

Current machines released so far for this series are:

HL-L2350DW
HL-L2370DW
HL-L2370DWXL
HL-L2390DW
HL-L2395DW
DCP-L2550DW
MFC-L2710DW
MFC-L2730DW
MFC-L2750DWXL

There is a reset gear and a chip on these cartridges. Until a new chip is available, you can re-use the old chip.

Required Supplies

- Toner for use in the Brother HL-2350 series of cartridges
- Developer roller cover (Can re-use OEM if available)
- Dedicated developer roller cleaner. (Not Alcohol!)
- Lint free cotton cloths
- Toner magnet cloths
- White Lithium Grease
- New Chip when available, (Can reuse OEM chip until then)



RT's Cartridge Library



REMAXWORLD EXPO 2018

Patent Product



Patent No.201621182202.3

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LOOKING FOR STEP-BY-STEP GUIDES FOR CARTRIDGES?



Mike Josiah's popular toner cartridge procedures will be available online in the middle of 2013 as a library of more than 400 cartridge models. This service will be provided exclusively to Recycling Times Media readers by UniNet Imaging: www.uninetimaging.com



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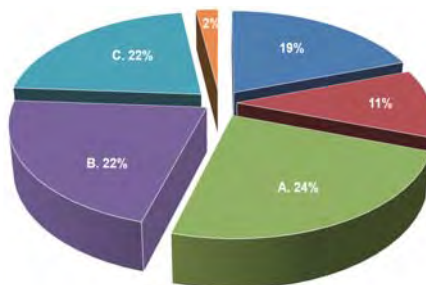


Disney has filed for three new patents related to 3D printing—not just to limit unauthorized copies of their icons—to possibly provide rapid prototyping for in-house props or to make customizable 3D printed souvenirs at their theme parks..

(Source: <https://3dprint.com/123998/disney-3d-printing-patents/>)

RESEARCH

What new opportunities are you considering?



- A Opportunities in 3D printing 24%
- B New-built cartridges rather than remanufactured 22%
- C Related industries like stationery, office automation, school supplies, etc 22%
- D Overseas markets 19%
- E New technologies 11%
- F Other 2%

IMAGING SHARE PRICES

(As at 25 September, 2018)					
OEM	Prices		Aftermarket	Prices	
	Last Month	This Month		Last Month	This Month
Brother Industry (Yen) (6448:Tokyo)	2,186	2,301	Ninestar (RMB) (002180:Shenzhen)	27.70	25.30
Canon Inc. (US\$) (7751:NY)	31.73	31.53	Hubei Dinglong (RMB) (300054:Shenzhen)	8.14	7.13
Seiko Epson (Yen) (6724:TYO)	1,913	1,985	Suzhou SGT (RMB) (002808:Shenzhen)	12.84	12.68
HP Inc. (US\$) (NYSE:HPQ)	24.54	25.87	(Sources: Google Finance and bloomberg.com)		

BERTO'S LAST LAUGH



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Guangzhou YouSu 3D Technology Co., Ltd	46
Hangzhou Chipjet Technology Co., Ltd	36
I-ITC	56
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Just Cent	61
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Ourway Image Tech Co., Ltd	2
Parts Overnight	63
Patel Trade	63
Sunwise Information	62
UniNet	4
Toko	62
Zhono	10
Zhuhai Color Spring Digital Technology Co., Ltd	16/24/38
Zhuhai EVE Digital Technology Ltd	62
Zhuhai Gree Meida Technology Co., Ltd	40
Zhuhai Megain Technology Co., Ltd	20
Zhuhai Someway Electronics Science and Technology Co., Ltd	22
Zhuhai Sunlu Industrial Co., Ltd	42

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- RT Imaging Expo—EMEA 2019**
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Apr. 21, 2019, Cairo, Egypt
www.RTMworld.com/2d
- RT Imaging Expo—Americas 2019**
Jun. 11, 2019, Mexico City, Mexico
Jun. 13-14, 2019, Bogota, Colombia
www.RTMworld.com/2d
- The 14th RemaxWorld Expo Summit**
Oct. 16, 2019, Zhuhai, China
www.RTMworld.com/2d
- The 13th RemaxWorld Expo**
Oct. 17-19, 2019, Zhuhai, China
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