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GROWING ITS PRESENCE IN SOUTH AMERICA

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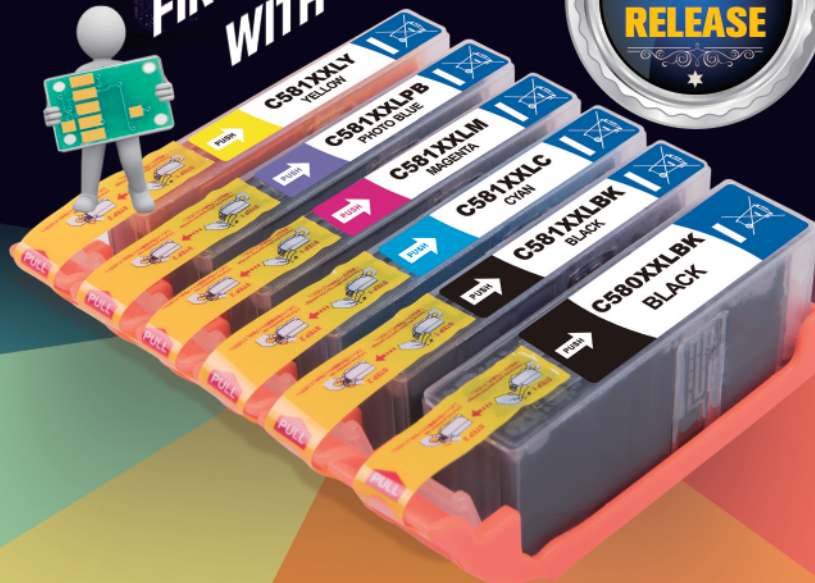


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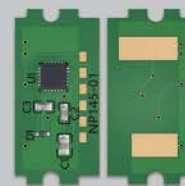
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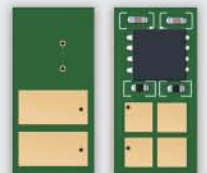
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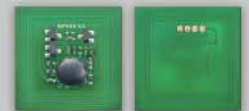
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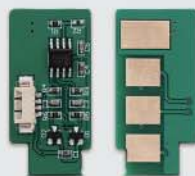
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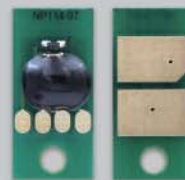
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Growing its Presence in South America
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Thousands queued each day to attend the 12th RemaxWorld Expo in Zhuhai, China in October. Read more about the Expo and Summit in the special extract included with this edition.

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— Zoltan Matyas, Merritt Blakeslee, RT Media Staff

Read the highlights and check the photos to see if you can find yourself there.

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How the Interests of the OEMs and the Aftermarket Coincide
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Tony Lee

FOR THE past 12 years, each October has made a huge impact upon me. This year has been no exception.

People back from a carnival will naturally take some time to recollect. My mind is still drawn to those vivid memories created during our 12th *RemaxWorld Expo*. I was humbled by the thousands of visitors

and hundreds of exhibitors who flew in from different parts of the world to join with us to create another grand gathering. Thank you for being an important part of our global industry. To this end, we have dedicated an extract review to the summit and expo. I hope it will stir up some excitement within you to find yourself in the pictures we chose for publication from the thousands that were taken and shared on our channels (Facebook and WeChat). Were you there?

Speaking of channels, we all agree distributors are key channels in delivering products to the end users. So is it possible to make the channels profitable in this ever-changing environment? How do we avoid partner conflict and maximize customer satisfaction? Read Dhruv Mahajan's insights on page 41.

You may have noticed our poll on the website and in social media regarding the channels that help you most to market your products. You can catch up with the results of that poll on page 48. In addition, you can find some individual responses in the IN MY VIEW column on page 17.

Our magazine is transforming month by month from being a "news" magazine (which is now freely available each day on our website and in our social media channels) to a "views" magazine. This is what readers say they want. So take a look at Mark Dawson's "view" on the channel. "No chosen approach is set in stone. New channels can be evaluated at any time. Existing channel management can be improved at any time." (Read more on page 39).

Soon we will bid farewell to 2018. Are you content with what you have achieved so far? Well there's still some time to meet the goals you set back in January. Be Quick. Seize the chance today.

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01

Ian Elliott
EandSsolutions



ACCESS TO virtually unlimited sources of information allows buyers to research their options independently of a salesperson. This is a fundamental shift in behavior that carries dire consequences for businesses that fail to provide content responsive to the buyer's research.

Buyers will no longer give up their time to meet with salespersons representing companies who fail to qualify themselves online with content that addresses their research. Furthermore, they will not do business with companies that fail to eliminate friction points which develop when information and knowledge aren't consolidated into software systems, so they can be shared with all stakeholders. In an industry that has generally been slow to embrace digital platforms and implement integrated information technology systems designed to enhance the value proposition and convert exponentially increasing volumes of data into actionable business intelligence, there is a rapidly increasing risk of irrelevance. The combination of market shrink and customer churn as buyers locate alternative sources represents an existential threat likely to eliminate many independent resellers in the office products and business equipment channels.

It is rapidly becoming futile to try and compete in a digital world with analog work practices.

02

Strong Growth for HP

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In its fiscal 2019 year, the OEM leader indicated it expects to return approximately 75 percent of free cash flow, with a 15 percent increase in the planned quarterly dividend amount, and the balance returned to shareholders through share repurchases. "FY18 has been a strong year for HP," said Steve Fieler, Chief Financial Officer. ■



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03★

★ 01

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03

Two Continuous Feed Inkjet Presses Launched

With lower acquisition and running costs, Konica Minolta's WEBjet 200D and 100D presses with standard roll-stand and stacking configurations offer midsize printers a way to expand into new business sectors to reduce operating costs and to improve profitability. WEBJet presses deliver extremely high resolution, high speed and high productivity, while complementing Konica Minolta's

existing cut sheet toner and inkjet products. ■



04★

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04

Selling G&G Products in Argentina

Ninestar Image Tech Limited claims it will seek a new local distributor to supply original G&G brand products into the Argentinian market.

A company spokesperson told RT Media Argentina is an important sales market to Ninestar. However, it had stopped supplying G&G brand products to G&G Argentina S.A since the two companies terminated their business relationship at the end of 2017. ■



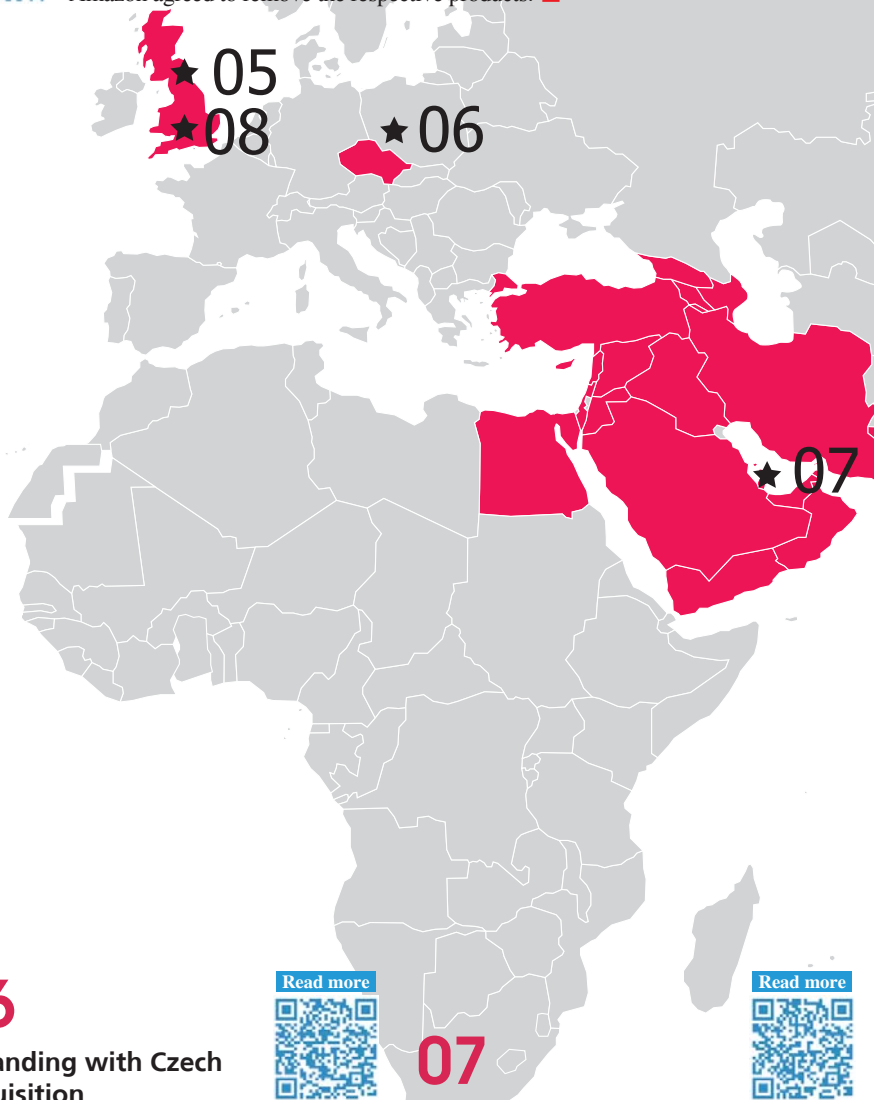
05

Infringements Products on Amazon—Again

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Canon has filed two infringing report forms with Amazon UK on the one day. The OEM says claim 1 and 25 of the UK portion of its European Patent EP-2-087-407, regarding the cartridge model "CF280A", was allegedly and illegally offered by Just Ink Ltd. under ASIN (Amazon Standard Identification Number) B073QZ51JX. Amazon agreed to remove the respective products. ■



06

Expanding with Czech Acquisition

[Read more](#)



Printing OEM Kyocera Document Solutions Europe has acquired its Czech Republic-based printing solutions firm Janus to drive the expansion into the EMEA, specifically in Central and Eastern Europe. Janus was previously an international partner for Kyocera's European division operating as an authorized distribution partner within the Czech Republic and Slovakia. ■



07

New Arabic Partnership Reached

[Read more](#)



Lexmark International and Intertec Group announced their partnership at a customer event held in Doha recently for the benefit of channel partners and their large account customers in Qatar. Intertec Group is a leading IT distributor of printers, mobiles, tablets and IT products in the Qatar market. ■



08

Darren Turner
My Total Office Solutions



THINGS ARE really tough in the U.K. The Daily Mail reported Chancellor (Philip Hammond) is considering handing a £1.4 billion tax cut to 235,000 small organizations as the government scrambles to try to save them. In my view it is much too little, much too late.

The damage was done 10 years or more ago when the U.K. government gave planning permission for super supermarkets, that sell everything, to open in or very close to our town centers for 24 hours a day. Shoppers changed their habits and abandoned their independent town center shops and did their big weekly purchases for everything at these super stores. Many small shop units are empty.

Now, the Chancellor wants the small shops—those that are left—to adopt new shopping habits including online sales. I'm not buying from Amazon ever again. Amazon has released more than 100 of its own-brand products in the last two years. They cheekily use their market-place resellers as guinea pigs before manufacturing, launching and selling their own-brand products themselves.

Yes, I agree in part with our Chancellor. Small organizations need to get online, but it goes further than this for me. Small organizations need to make their product "Amazon repellent" too.

How am I achieving this? There's no doubt Amazon can supply business rated, multi-function printers much cheaper than my small, managed print service—MY Print Service. However, I have found a solution Amazon cannot provide. For just £24.99 a month I supply my business customers with an unlimited supply of (Aftermarket) cartridges, a guaranteed service plus the printer.

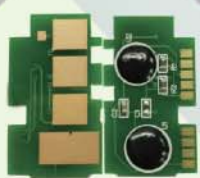
I am using the same service principle for families too. Families with school children—who print a lot—can use our INFINITY service for just £11.99 a month and get a 'fit for purpose' multi-function printer with unlimited (Aftermarket) cartridges and guaranteed service. Can Amazon do this?

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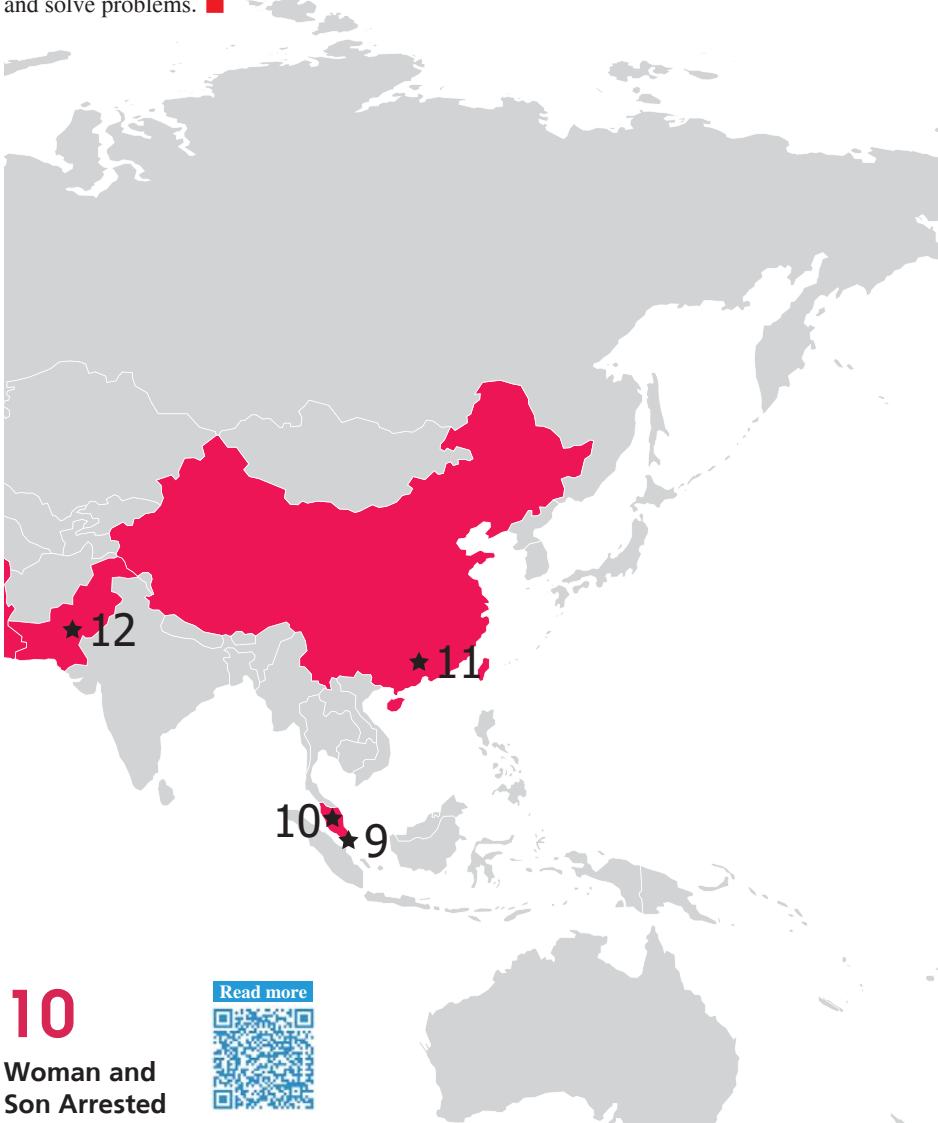


09

Advanced 3D Printing Lab Valued \$84 Million



As a first-of-its-kind for HP in Asia, the Singapore \$84 million (US\$60.7 million) lab's key research focus includes 3D printing, artificial intelligence (AI), machine learning, new materials and applications, cyber security and product customization. The lab's 100 researchers will prioritize 15 projects that use advanced polymers for manufacturing applications and AI capabilities that enable printers to autonomously predict and solve problems. ■



10

Woman and Son Arrested for Counterfeiting

Read more



Malaysia's Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) raided four shops dealing with fake printer cartridges and toners in George Town, seizing RM245,000 (US\$58,909) worth of goods and arresting a woman in her 50s and her son in his 20s who were refilling empty cartridges with fake ink and attempting to sell them as original ones. ■



Read more



11

Outstanding Achievers Awarded

Following thousands of nominations from across the globe, an independent panel of 14 judges from eight countries has seen 10 awards presented to eleven individuals and organizations for their achievements during the RemaxWorld Expo in Zhuhai, China. For the first time this year, seven additional companies were given "Highly Commended" citations by the judges. ■



12

Farid Ahmed Vawda
FAV Group of Companies



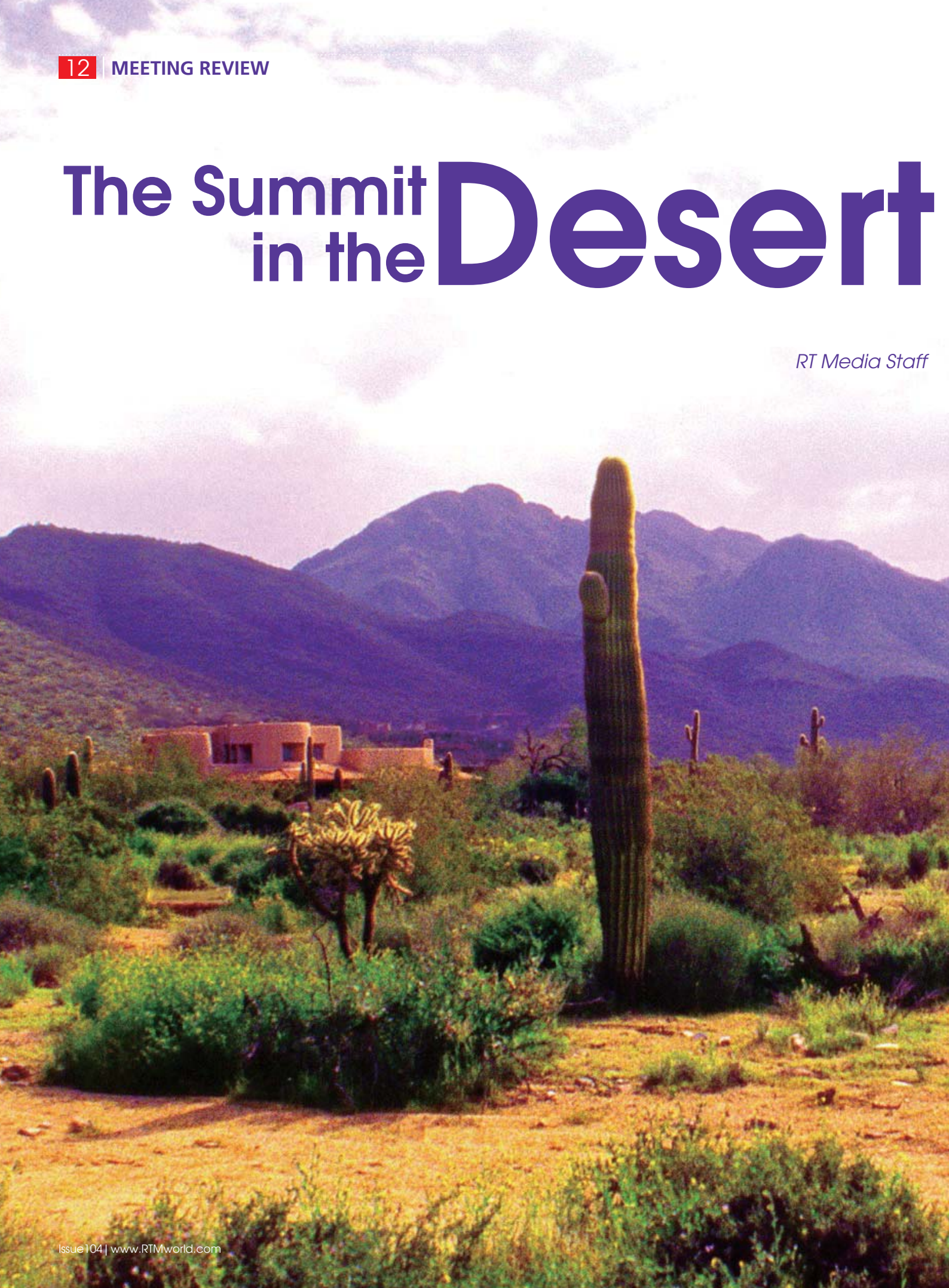
IT IS currently estimated the print and graphics industry is worth around US\$4.5 billion in Pakistan according to the 26th Print Pak 2017 exhibition committee. The sheer size of the print and graphic arts industry makes it the second largest industry in Pakistan providing employment to approximately over 2 million workers.

According to a customer survey, the market share of the OEMs is 20 percent providing a huge opportunity for other players. In addition, Pakistan's economic outlook is positive and is experiencing manifolds growth and each business sector that involves manufacturing, services, production and retail. Related industries that use printing, such as clothing and textiles contribute 60 percent of the exports and employ over 15 million of the population according to PAPGAI (Pakistan Association of Printing & Graphics).

Now is a good time to decide to move forward with a manufacturing base or for a trading base industry since it is cheaper to get products printed abroad than printing them in the country. Our Government is reducing the taxes imposed on paper and raw materials to enhance the exports of printing and graphic arts industry.

The Summit in the Desert

RT Media Staff





THERE COMES a time when one must switch off the mobile phone, ignore the text messages, and ignore social media in order to focus on what is really important. To this end, the Technology Equipment And Service Reseller Alliance (TEASRA), a somewhat controversial innovation channel, encouraged industry leaders to meet up and collaborate in Scottsdale, Arizona in September. TEASRA's co-founder Ray Stasieczko is excited his vision is up and running. Known for his inspirational and confrontational quotes that target the imaging supplies channels, Stasieczko claims TEASRA was born from one such expression:

“A company becomes obsolete when it focuses on bringing the past to the future instead of bringing the future to the present.”

After nearly three decades in the technology reseller space, Stasieczko's experience is diverse. He has sold direct to end-users, owned dealerships, and held senior executive roles in the imaging channel and managed IT services reseller channels.

When Stasieczko and TEASRA's co-founder Jan De Kesel examined the attendee guest list, they knew the planned Scottsdale Summit would be a success. The plan was to explore a unique, yet possible way for the individual guest companies to collaborate their deliverables and create a disruptive approach to the market.

The meeting was going to be different from the outset with the choice of venue in Scottsdale, Arizona—in the middle of the desert. Stasieczko described his choice this way: “If you are looking to explore the unknown, it is imperative to eliminate as much commonality as possible. It seems everyone can meet at a hotel or business center. This gathering has to be different.”

The collaborative companies were handpicked on the assumption each would bring different deliverables and varied opportunities to the table. TEASRA's founders Stasieczko and De Kesel believe that today's technology resellers must look for new innovative solutions and services to set themselves apart from a consolidating and changing reseller community. “We brought together a unique group in Scottsdale—each being a global player with many potential synergies.”



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▲ TEASRA's co-founders Ray Stasieczko and Jan De Kesel are all smiles.

The summit brought to light some fascinating perspectives on current product market shifts. According to Stasieczko, "Each participant brought unique deliverables along with talented leadership and experience." He claims TEASRA is now working with other industry-leading companies and will add to the list of collaborative services.

Stasieczko says one big topic for discussion was the change in how the print services industry is billing service contracts. "It seems that the decades-old, cost-per-copy model is fading fast to a DaaS model. BEI Services' data was very eye-opening to all present on the real details of the cost to deliver print services."

Each of the participants agreed that critical to the success of the venture and the TEASRA collaboration was to ensure its members would be non-competitive. "Knowing this from the outset allowed the team to be open and candid as they collaborated," Stasieczko observed. The benefits of a non-compete environment was identified as each participant discussed how to interconnect their deliverables with no threat to their core deliverables being challenged by others.

Key Vendor Deliverables

The TEASRA Technology Vendor Member Platform has now established a clear set of deliverables. Other organizations that see there are synergies with one or many of the core deliverables, they are welcome to reach out to the founders. "We

would be happy to share the benefits of being a TEASRA vendor member with others who want to join the team," says Stasieczko. "While we have committed vendor members attached to some of these deliverables currently, we are actively recruiting others."

- Managed IT service master service and security provider

The summit brought to light some fascinating perspectives on current product market shifts.

- Leasing services
- Managed communications (VOIP, Managed Mail both physical and electronic, Telephony, ISP)
- Document digitization and workflow management
- Technology business consulting services
- Print analytics and service behavior management software
- Document scanning solutions
- IT equipment
- National service contractor
- A4 printer and copier manufacturer
- Wholesale used printer supplier
- Mobile application workflows systems
- Non-infringing new build printer cartridges both paper-based and 3D
- Sales training and marketing for technology resellers

As at the time of writing this article, TEASRA had secured seven committed members and is finalizing with five more. TEASRA, the innovation channel started in early August just a few months ago. Co-founders Stasieczko and De Kesel have gone on the record saying they are very honored

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Continuum Managed IT Services—a global master IT services provider, recognized as the leader in its field with over 5,000 technology reseller organizations on their platform.

eesyQ—represented by its founder-director, Jan De Kesel and David Nyss—is a global mobile software platform that creates opportunities to evolve both services providers and their end-users to navigate the intersection between the physical and digital worlds.

BEI Services—represented by its co-founder-president, Wes McArtor—is known for having the world's most extensive database of print service metrics.

Panasonic—represented by product manager, Joseph Odore and national sales manager Fred Scherman—is a global leader in digitally transferring hard copy documents to digital platforms.

Esker—represented by its business development manager Aaron Le Hew—is a global leader in document handling and business improvement processes.

DLL—represented by America's country manager, Bryan Chandler—is recognized as the global leader in leasing services to technology resellers, manufacturers and end-users.

Print-Rite—represented by its Director of Corporate Strategy, Steve Weedon—is a global manufacturer of print consumables and recognized as an industry leader in non-infringing new-build print cartridges.

Business Systems Consulting (BSC)—represented by its owner/president, Richard Elixman—provides financial and business processes consulting to technology resellers.

Selltowin—represented by its owner/president, Rick Lambert, provides world-class marketing and training services to technology resellers both direct manufacturers and independent reseller sales teams.

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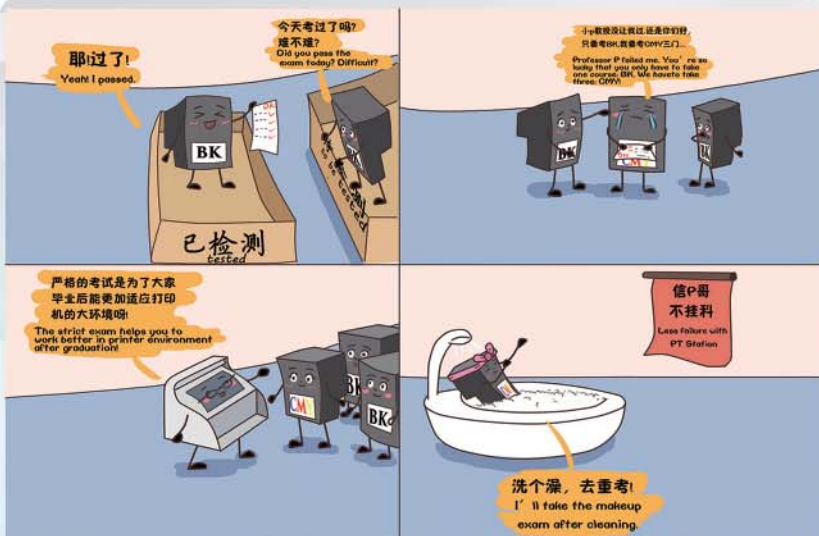
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IN MY VIEW

How are you reaching your customers?



Singapore

Ricky Lee
EOP21 PTE LTD

We all must find the most cost effective and efficient ways to reach our target customers in this emerging, global and cross-cultural world. We use a "Mix & Match" of traditional approaches including tradeshows, door-to-door-customer visits, media advertisements as well as digital marketing and online customer engagement strategies. Through content marketing and staying connected on social media, we strive to provide a consistent customer experience with quality toner products, gaining customers' testimonials and positive feedback to increase customer satisfaction, foster brand growth, credibility and loyalty.



Egypt

Yasir Altılıp
Elnassr Office Equipment

Access to our customers is the main goal as they provide us with the motivation to develop an enterprise spirit. We are accessing our customers in Elnassr through social relationships and transforming them into friends. We need to consider our customers' needs and whether they want to work with us to solve the obstacles they face. This is the best way we can meet them. We must remember what benefits we can bring them in order to gain a positive image and achieve success for them—not forgetting what they really need: quality at a reasonable price.



Maldives

Ali Shiyaz
New Allied Management Service Pvt Ltd

Modern customers are becoming more and more demanding of the brands. We cannot ignore the fact that 84% of millennials don't trust traditional advertising. The old methods used to reach customers no longer work like they did before. Alongside personal selling, advertising and sales promotion marketers need to offer creative content and run YouTube channel as well as promote their brands on Instagram and TV or video content.

Analytical data will help to answer the question: who are your customers? What are their concerns? What factors are they focused upon in terms of making a buying decision? This information helps us decide what strategy will reach them most effectively on every point from design to keyword research and content deployment.

We also do referral marketing specially like spreading of the word about our brand, products, and services through past and existing customers.

by the tremendous support from these global companies and their thought leaders. "Our first summit proved that through collaboration and diversity our TEASRA Team will help technology resellers not

only innovate themselves their end-users as well," said De Kesel. "Today's resellers will benefit

greatly when their vendors work together. This collaborative merging of individual resources and capabilities creates a broader platform for resellers and helps these resellers by providing them with more bandwidth."

The summit produced many synergies, and as these collaborators continue in their work, the founders expect all will see exciting outcomes. "Throughout next year we will share specific deliverables and the creative results of our vendor partners," Stasieczko claims.

The founders also recognize TEASRA—The Innovation Channel will need to continually modify and adapt. The founders told *RT ImagingWorld* their purpose is to look in unfamiliar places for new things, new ways, and innovative ideas. Their undisputed goal is to alter or completely reinvent outdated products, and the processes to deliver, service, or support those products.

Leaders cannot assume business and trade will continue as they always have. "Regardless of your deliverable's current value or the benefits to its buyer, innovators are changing the means to a customer's desired outcome," Stasieczko pointed out. "It's possible your product or service may last decades. However, the way your customer acquires or services those products will always remain threatened by new innovators," he added.

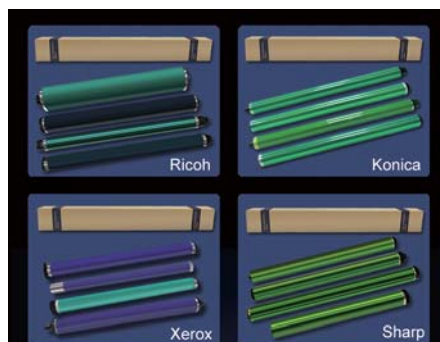
TEASRA—The Innovation Channel is a place where resellers can learn about and participate in delivering products and services developed for the changing landscape. An open invitation is

extended to others to join the movement as a reseller member or a vendor support member. The opening quote

Their undisputed goal is to alter or completely reinvent outdated products, and the processes to deliver, service, or support those products."

serves as the final quote:

"A company becomes obsolete when they focus on delivering the past to the future instead of delivering the future to the present." ■



Copier OPC Drum

Guangzhou Dongmai Office Equipment Co., Ltd

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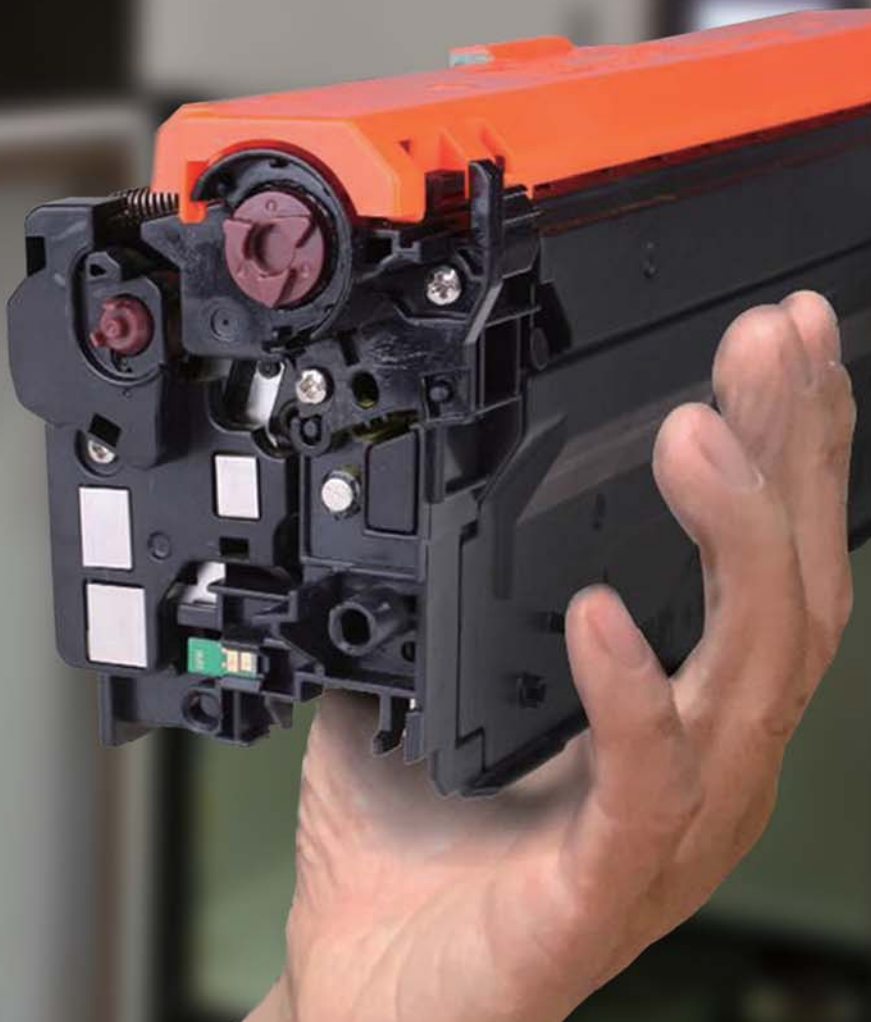
Shop K110, Tian Li Building, No. 135 Wushan Road, Tianhe District, Guangzhou, Guangdong, China



Will Canon Strike Again?

—Print-Rite's Philip So reveals the first-to-market solution for the '958 patent

RT Media Director, David Gibbons



THE RECENT action against Do It Wiser LLC in the US District Court for the District of Delaware is a reminder that Canon will not tolerate the proliferation of infringing printer supplies in the United States or anywhere else where it has registered its patents. It seeks not only to protect its own intellectual property rights but also its commercial interests and those of Hewlett Packard which is licensed by Canon to manufacture and sell their patented printing supplies.

On September 26, Canon filed a complaint against Do It Wiser for its alleged infringement of patent US9581958, commonly known as the '958 patent. Do It Wiser, which is based in Wilmington, Delaware on the eastern side of the USA, also trades under the name of Image Toner and uses both *doitwiser.com* and *imagetoner.com* websites.

According to the filing, Canon believes Do It Wiser is infringing by knowingly promoting and inducing customers to use its toner cartridges—and by providing instructions for using its cartridges—in specific HP color laser printers including: HP Color LaserJet Enterprise M553dn, HP Color LaserJet Enterprise M553n, HP Color LaserJet Enterprise M553x, HP Color LaserJet Enterprise Flow MFP M577dn, HP Color LaserJet Enterprise Flow MFP M577f, HP Color LaserJet Enterprise Flow MFP M577c, and HP Color LaserJet Enterprise Flow MFP M577z.



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US9,581,958



In September 26, Canon filed a complaint against Do It Wiser for its alleged infringement of patent US9581958

- A (DR) coupling member including: (v-i) a driving force receiving portion (23) configured and positioned (a) to receive a driving force for rotating said developing roller (25), and (b) to be movable relative to said second frame (4) in a crossing direction

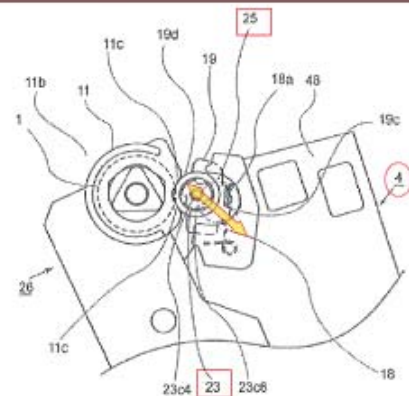


FIG. 17

Canon's claims relate to certain frames and couplings on toner cartridges.

The Canon filing alleges Do It Wiser is infringing claims 1, 25, 47 and 73 of its '958 patent. These claims relate to certain frames and couplings on toner cartridges. More specifically, a driving-force-receiving portion of the developer roller coupling is movable relative to the toner frame of the cartridge. Examination of the filing reveals quite clearly, through photos and diagrams that Do It Wiser's cartridges all contain the frames, couplings, OPC drums and rollers related to Canon's complaint.

Canon is requesting a jury trial where it expects to receive damages, reimbursement of court costs and "additional relief as the Court deems equitable, just and proper."

Not the First '958 Case

This is not the first time the '958 patent has been tested in court. Back on December 28, 2017, Canon filed a complaint in the US District Court for the Central District of California against Kostland Inc. In short, Kostland admitted it had been infringing in a Consent Judgment and Permanent Injunction with Canon dated February 16, 2018. Kostland is now banned from, and has ceased, any and all activity related to the making, importing, using and/or selling the infringing products.

Canon was active again in May when it filed a complaint against Ink Technologies Printer Supplies LLC in the US District

Court for the Southern District of Ohio—again over infringement of its '958 patent. That case was also settled on August 21 based upon Consent Judgment and Permanent Injunction orders. Again, the accused consented that it had "offered for sale" and sold products that had infringed Canon's '958 patent and agreed to no longer being involved in any way with the manufacture, importing, promotion or sale

The Aftermarket should see these three cases as being "writing on the wall" and we should not be surprised to see future actions as well.

of the "accused products" and also agreed not to be engaged in "assisting, aiding, or abetting any other person or business entity in engaging in or performing any of the [infringing] activities."

This continued legal activity suggests Canon is vigorously defending its intellectual property rights on its '958 patents. The Aftermarket should see these three cases as being "writing on the wall" and we should not be surprised to see future actions as well.

Patent attorney, Mile Zhu, from Innopat Intellectual Property Company in Zhuhai China has extensive experience in this

field. In his view, he believes Canon will refer this matter for investigation to the Washington DC-based US International Trade Commission (USITC) if more and more infringing products continue to appear in the US market. "Based on our knowledge and experience," he says, "this patent group is relatively strong and Canon has tested the matter in the court in three different locations. We predict more cases will follow." Zhu also warns this patent group could possibly spread to Europe as well and become similar to the dongle gear case. Canon's counterpart patent application number in the European Patent Office—EP14158347.6—has already been allowed.

Canon Defends Its Rights

It is well known that Canon will pursue its intellectual property rights in the two key global markets, being the USA and Western Europe. A complaint filed by Canon at the USITC in 2012—in what was called the '829 investigation—covered the gear that Canon was using at the time on its laser toner cartridges, the twisted prism gear. The twisted prism gear is now obsolete and has been replaced by the dongle gear.

In 2014, in the so-called '918 investigation, Canon brought suit at the USITC accusing 34 respondents of infringing nine patents covering the dongle



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gear and drum unit on its laser printers. All of the respondents in the 918 investigation settled or defaulted, and the ITC issued a general exclusion order covering the asserted patents.

Even before the investigation was completed, however, the respondents and other Aftermarket manufacturers began developing and marketing dangle gear toner cartridges that “designed around” the ‘918 patents. These design-around cartridges worked in Canon and HP laser printers but used a redesigned dangle gear that did not infringe the ‘918 patents. “In short order, the market place was again filled with legal Aftermarket toner cartridges,” says Merritt Blakeslee, an attorney based in Washington DC specialising in international trade and intellectual property law. According to Blakeslee, the original general exclusion order Canon obtained in the ‘918 investigation had become largely worthless. “In December 2016, Canon began filing a new generation of ‘continuation’ patents where they rewrote the ‘918 patents to make the third-party design-around toner cartridges illegal.” On March 1, 2018, Canon filed a Section 337 complaint at the USITC accusing 49 different companies of infringing nine of its patents. At the same time, Canon filed 35 separate lawsuits against those respondents in federal district courts across the United States.

Print-Rite Delivers a First-to-Market ‘958 Solution

China-based Print-Rite has developed a culture of innovation within its ranks over most of its 37-year history. In this particular case, they were looking at the ‘958 patents long before Canon took action and news broke with the Kostland case late in 2017. “I don’t know what others do,” says Arnald Ho, Founding Chairman

This patent group could possibly spread to Europe as well and become similar to the dangle gear case.

of Print-Rite. “But I do know our products will not infringe when we go to market. This has been proved over and over again.” The CE250, CE 260 , CE400 and CF360 series all use the ‘985 patented technology but Print-Rite claims it has the first-to-market non-infringing solution for this high volume product.

Philip So, the Director of Print-Rite Unicorn Image Products Co Ltd and his team have spent the last nine months examining and researching the patent claims in order to design a successful and stable workaround solution that would not infringe Canon’s ‘958 patent rights. “Our

lawyers have worked hard on this one too and have, in their opinion, reassured us that our workaround solutions do not infringe Canon’s patents,” says So. “We have designed the cartridge (see two pictures above) so that the DR coupling remains in a fixed position relative to the DR frame. This is quite different to Canon’s ‘958 patent so we are confident this cartridge can enter the US and European markets without fear.” According to So, Print-Rite has filed at least 3 patent applications in China that will be followed up in the USA and European Union.

The Aftermarket continues to invest heavily in non-infringing workaround solutions that will provide consumers with their rights to having a choice when it comes to the consumables they use in their printers. Print-Rite claims it will continue to provide dealers, resellers and customers with products that are safe and reliable to use, a commitment it has been demonstrating for its 37-year history. *RT Media* observes there are many manufacturers in the Aftermarket arena and if buyers want a cheaper cartridge, they can find them. However such products have little or no investment to provide such a degree of safety and reliability without compromising quality. ■



Growing its Presence in South America

—RHB's Rodolfo Boas makes a unique Chinese acquisition to ensure quality

Tricia Judge



RT Media

Why did you acquire a Chinese imaging supplies manufacturer?



Rodolfo Villas Boas

We are aiming to continuously strengthen the brand of RHB in the South American market. (RHB are Villa-Boas' initials). RHB IMPORT is the first Brazilian importer and distributor of compatible consumables for the print outsourcing market, or the market that rents printers to end-users.

RHB has been in the South American market for more than 20 years and is recognized as an industry leader in meeting the needs of small, medium and large distributors of imaging consumables. We are also well known for achievements in the importing and distributing of products, as well as exporting into the Southern Common Market, a trading block of South American countries.

The RHB brand already has a certain influence in Brazil. We are known best for our focus on providing a quality product in an MPS environment, not for getting involved in a commodity price brawl. We have a newly-constructed logistics and administrative center in the capital of the province of Paraná; a logistics center in Santa Catarina; and offices in São Paulo, Belo Horizonte and Fortaleza. We also have agents throughout Brazil.

When we needed to expand our supply options, we went to China, because 85 percent of our imports have come from China for the past 20 years. We chose the factory with whom we have done all that business.

With this acquisition, RHB will now also own the major share of a product testing laboratory, which is responsible for the technical development and quality inspection of imaging supplies, in China. We rigorously researched and finally selected this manufacturer and testing laboratory.

After the acquisition, we will continue to pay attention to every step of the production of all products, and strive to provide excellent products to enhance the influence of the RHB brand.

As a result of this partnership, we are further developing the RHB brand, because both our distributors and end users will have a deeper understanding of the consistent and improved quality of imaging supplies that bear the RHB brand.



In an ever-changing global imaging industry, a Brazilian entrepreneur has purchased a Chinese company. Rodolfo Villas Boas, CEO of RHB Import, has entered the aftermarket in a unique way. What motivated this unusual combination? *RT Media* sought the answers.



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What difficulties have you encountered during the actual integration process, and how will you solve them?

Mutual respect and understanding between the two teams, as well as long-term industry experience, will be a major, essential factor in the success of the transition.



Rodolfo Villas Boas

Thus far, due to the differences in our cultural backgrounds, we have discovered that there will be certain difficulties in the integration process, much as might occur after any multinational acquisition. However, the cultural integration between a Chinese and Brazilian company will be quite challenging. Both cultures are quite unique.

Luckily, both teams have met and overcome these difficulties in the past. RHB Import is an import and export company with an international cultural background of its own. It has been working with Chinese companies for more than 20 years. Through mergers and acquisitions, we have a deeper understanding of the great Chinese culture. The Chinese team has excellent professional industry experience and a very good teamwork spirit, which left a deep, positive impression with the Brazilians. As a result, both teams eventually found a solution to the challenges they faced.



Rodolfo Villas Boas

other encouraging attributes. I have had the honor to build great friendships with other Chinese businessmen, besides this new venture. In 2017, RHB IMPORT was awarded the exclusive rights to distribute Lexmark's MX/MS series of consumables in Brazil by China's Ninesstar Co., Ltd., the world's largest compatible consumables manufacturing group.



What do you think is the most important factor in the success of RHB Import in the Brazilian market?

RT Media



Rodolfo Villas Boas

I attribute the success of RHB Import to constant searches for innovation in our products and to fully meet the requirements of our customers. Our primary objectives are to follow the evolution and trends of the area, as well as to better serve our customers and ensure their satisfaction.



Why did you choose the consumables industry? Why did you choose to acquire a Chinese company?

I have always been moved by challenges. And the printing consumables industry is very challenging, and dynamic. Since 1998, RHB IMPORT has been active in this marketplace. We have been working with Chinese companies, and we will continue to seek out Chinese companies with whom to cooperate.



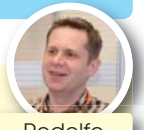
Rodolfo Villas Boas

Over the years, dealing with Chinese companies has given me a deeper understanding and feelings about the greatness of Chinese culture, which is based on humility, dedication, cooperation and transparency, among many



What is the future of the South American consumables industry?

RT Media



Rodolfo Villas Boas

Due to the reduced labor costs and the stability of quality they offer, new compatible consumables will likely catch on as the favored products in the South American printing consumables market. Therefore, our product line is mainly divided into two categories: the standard product line is for all types of distributors or dealers; and the high-performance product line will be for a unique group of companies that require a more specialized product.

We hope that our products can meet the requirements



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Rodolfo
Villas Boas

of customers who seek products that offer quality at a reasonable price. We have large warehouses with sufficient inventory to meet the needs of small, medium and large distributors, who require a continuous supply of products in this demanding market.

We are also simultaneously working on developing new models quickly to respond to the ever-changing South American market. The rapid introduction of new products is both an opportunity and a challenge, especially as we meet customer needs, both online and offline.

In short, we are a dynamic company that recognized it

had supply needs. And we found the manufacturing operation that could fill all those specialized needs. We just happened to find that company in China. In today's global marketplace, geographical distinctions are no longer relevant. The universal need for good quality supplies at a competitive price is what's relevant. ■

Rodolfo Villas Boas can be contacted at:
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Tel: +41 3283 1755

Website: rhbimport.com.br



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5 QUESTIONS

Alf Andersen Shares How the Interests of the OEMs and the Aftermarket Coincide

—The US-based coalition of printer OEMs elected Alf Andersen as its new Chairman at its 2018 annual meeting. Andersen is contract attorney for Epson. RT ImagingWorld met up with him at the Imaging Supplies Coalition's (ISC) annual conference in Las Vegas.

In your role as chairman of the Imaging Supplies Coalition (ISC), what do you see as being the priorities for the year ahead?

The ISC has been very active in coordinating Customs enforcement and with the changes in the Customs organization that's going to be a very important role going forward. Our Customs enforcement focuses on both anti-counterfeit and General Exclusion Order (GEO) compliance. So we intend to work intensely on that aspect.

Another area would be in Internet enforcement where the ISC has been influential in setting standards for listing cartridges for sale, and helping ISC members in their relationships with larger Internet marketplaces.

The ISC members are usually competitors in the marketplace, yet they seem to work well together in this Coalition. Why is this the case?

The ISC was set up in 1994 with a lot of foresight regarding this very issue. The practices we focus upon are unfair competition. We think everyone benefits—consumers, OEMs and also the Aftermarket—when we are compliant in our focus on unfair competition.

What was the focus on the 2018 conference in Las Vegas?

Change. We are all experiencing technological change, social change and changes in the market place. So this event focused upon enforcement and voluntary compliance as we move more towards Internet-based marketing and faster supply routes that potentially increase the availability of illegal products.

How serious is the problem of counterfeiting and infringing products?

When the Coalition started 24 years ago it focused on counterfeiting and what was known as "toner-phoner fraud." There were some organizations at the time that would fraudulently sell toner through telephone scams.

Over the years, counterfeiting has become less of a problem. More recently, we have focused on GEO enforcement to bolster fair competition in the U.S. in regard to the non-sale of patent-infringing products.

How can, or should, the legitimate, non-infringing Aftermarket lend its support to the charter of the ISC?

In the early years there was probably some friction between the Aftermarket and the OEMs, and possibly misperceptions of how the Coalition would affect the Aftermarket. In recent years, however, we have seen exactly the opposite. If anything, the legitimate Aftermarket companies tell the OEMs we are not doing enough.

Much of the information we act upon comes from the Aftermarket.

The legitimate Aftermarket is also interested in representing their products correctly. So, we have had good cooperation with the Aftermarket in establishing the business solutions and guidelines for listing cartridges online. Those are being enforced very successfully, for example, on Amazon—another good example where the interests of the Coalition and the Aftermarket coincide. ■



Alf Andersen, Founder of Atlas Global Development, <Alf.Andersen@ea.epson.com>

PEOPLE

on the move, obituaries, special achievements



New CEO Appointed

William (Bill) D. Muir is the new chief executive officer at Electronics For Imaging, Inc. (EFI) to take over from Guy Gecht, who planned to step down following the appointment of his successor. More recently, Muir was the chief operating officer of Jabil—a product solutions company.



OTS Welcomes MPS Winner

Greg Greenwell (pictured) has succeeded founder Bob Willmes as CEO for Online Tech Stores (OTS), bringing more than 20 years of industry experience, having most recently built and sold a successful managed print services (MPS) dealer business, TotalPrint, to Dex Imaging (a leading MPS dealer consolidator with over US\$300 million in revenue).



New Head of Sales in Africa

Warren James Lock is the new Corporate sales manager at Kyocera's South African headquarters. He holds a Bachelor of Commerce degree in marketing and business management from Oxford University, and started his sales career in document management solutions at Nashua in 2000. From there, he moved to Bytes/Xerox headquarters in Johannesburg as a product marketing manager.



Return to Fujifilm

Steve Lynn returns in a new role as director of inkjet sales to in the commercial and sign & display segments. He brings a wealth of experience to the position, most notably service and sales leadership within Domino, Inca Digital, Fujifilm and most recently Durst Image Technology U.S.



Top Management Changes

Annodata boss, Rod Barthet is the new CEO at Kyocera Document Solutions UK, following key acquisitions in 2016. Kyocera claims Annodata and Midshire Communications Limited have now been successfully integrated and Barthet will oversee the wider business along with general manager, Hironoa Katsukura.



HERE ARE the remaining eight key trends for email marketing in 2018:

3. Being mobile-friendly is a must

—this is a no brainer. The world has become mobile and our life demands more efficiency. Mailbox cleaning went mobile and that is where mobile-friendly emails win and ugly, unresponsive emails get SPAMMED. You need to realize that if your customer is reading your email on a mobile device you cannot send emails formatted to a desktop device. Many of us (myself included) use every single spare minute to reach out to the phone and check and clean work emails. If your email is not even mobile-friendly there is a higher chance it will be deleted without even being read.

Gmail supports responsive (mobile-friendly) design. You should consider that the majority of newsletter signups come from a secondary personal email (not the real corporate one) that is dominated by Google's Gmail.

You should work with your design team to achieve an optimal mobile

experience. Some of the largest brands now have up to 80 percent of the mobile audiences which makes it evident that taking a strong mobile approach is necessary. This means containing short but strong text, large easy buttons, great visuals and strong images.

4. Personalization is key

—we all want to be unique. Personalization is nothing new and it has been around since a long time, but everything is getting smarter thanks to smart data and technology. Providing the right content in the right context at the right time is part of the buying experience.

75 percent of your customers are more likely to buy from you if you provide personalized information. A friend of mine told me, "I will not even read an email unless they use my name. I'm not Dear customer, Good morning or Dear sir. If they don't know how to send me a mail using my name, they don't deserve my time to read them."

This is the average customer behavior in 2018. Believe me.

It is important to remember the basics. Even if you send emails to a 10,000-address database you are always talking to one individual at a time. If you don't personalize your email, you are SPAMMING. We are in 2018 and maybe it's a bad news for my friend but personalization got much smarter than just saying "Hi Rick". Marketers today are building personas and behavioral triggers into their emails. Personalized product recommendations are one of the main trends in sending personalized emails today even though many large companies are still playing catch as almost 60 percent of consumers complain about the regular, irrelevant emails they receive.

Intelligent personalization will be one of the key developments for email marketing in the near future but we must also keep privacy aspects in mind and figure out how far we should go especially in Europe where new privacy laws are being enforced.

5. Differentiating the audience

—what we send and to whom?

Email marketing is dead! Is it really?

—10 Email marketing trends in 2018 (Part 2)

Zoltan Matyas



In Part 1, I explained how email marketing is evolving. I discussed the key trends of email marketing in 2018. I identified the first two trends out of my list of 10 unmissable ones. Missed it? Download a copy here



Sending the same message to the whole database even though we know those individuals are in different stages of the buying journey is not the smartest thing to do. If you ignore this I guarantee you will tire your subscribers and you will experience an increase in un-subscription rates. So how can we do something better?

Segmenting your database will allow you to differentiate between groups allowing you to send out more relevant content to smaller segments. It takes more work and there are challenges involved but the reward is bigger too. Success depends on how accurately we segment and tailor messaging. Artificial Intelligence (AI) and machine learning powered content applications are available and on the rise to help you better manage this task. Keep your eye out...

6. The killer subject line

—right after the “FROM” field (which is your brand power) the SUBJECT line is one of the most important elements of your email and

has a huge influence on open rates. Getting it right can make or break you. However, there is no universal recipe, the key is finding what works for you and your audience. Short, long, emojis or not you can only figure this out if you understand your subscribers and do alpha-beta testing.

Here are a few tips for 2018.

With the growth of mobile there is a corresponding shortening of subject lines (maximum 20 characters), emojis are grabbing attention, the language is becoming more casual, funny or even cynical. Finally, subject line testing is really easy so you should just do it.

7. The language

—writing efficiently for emails requires a different set of language skills. It’s becoming an art and there are people making money copywriting for emails. Persuasive sales-oriented text can make a huge difference. It’s different from writing for website or a book. For example, I often see emails wanting to get the reader to go to a landing page that includes the very

same text that was in the email. You are giving away the happy ending before they even clicked!

As a push channel, we tend to write about how fantastic and great we are in emails and pushing them onto our customers. However, the content marketing revolution has changed people. They no longer want to be pushed. Consumers want more personal, more meaningful and more relevant value content.

We need to find an overlap between what we want to say and what the customer wants to hear. Customer experience is the key. We need to make things easy for the customer in terms of benefits that provoke emotions, inspire, entertain or educate—otherwise it’s all SPAM. We need to be more customer centric and one way to find this out is looking at our text and counting the words we use “our”, “we” versus “you” and “yours” etc.

8. Getting into the Inbox

—many factors influence our ability to get the email into the receiver’s



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Inbox. Ignore them and your entire effort will be wasted because your email is not even being seen. Emails can get into a SPAM folder, stay on a SPAM filter or bounce, so monitoring the deliveries and taking action is important.

Monitoring is key. Having undelivered mails should be a trigger to clean up your database, and to check if your domain is on any black lists. There are email authentication tools that can boost your deliverability including standards such as Sender Policy Framework (SPF), Domain Keys Identified Mail (DKIM) and the newest standard, Domain Message Authentication Reporting & Conformance (DMARC). Of course GDPR will also have an effect on this as email permissions will be addressed and affirmative consent will be required.

9. The mighty code

—when it comes to code the only thing constant is change. Imagine if Gmail changes something tomorrow

and the email you sent couldn't display the same way as it did yesterday. Keeping up with code changes and using the right email design apps can make a huge difference. The mobile revolution and the need to fit content onto a smaller screen is influencing how email layouts are coded.

10. Automation

—let's automate the whole thing to save resources. There are complex systems that can handle a series of actions automatically. Applying this to email marketing is an emerging trend. There are systems where customers can receive emails automatically based upon their actions on previous emails. Marketing automation, or trigger-based marketing, is one of the fastest growing trends in 2018. There are many new low-cost technologies available. The customer journey is becoming more and more complex and getting from a simple welcome email to a purchase requires more and more touchpoints that will increase our efficiency if automated. Understanding

the steps your customers take on their buying journey will pull your customer towards a conversion goal. Automated onboarding and lead nurturing campaigns will gain importance this year. Of course, there is the risk of becoming robotic and impersonal so you should always keep in mind your customer is a human and not an email address.

Remember, the customer is always “king” and so long as you keep delivering value you will be just fine. ■

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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COMPANY HISTORY

Recycling Times Media encourages discussion and engagement among and between the Aftermarket and the OEM imaging sectors. Following the launch of its first event in 2007, the company commenced the publication of its monthly print consumables magazine in Chinese. It has since added monthly English and Spanish editions and a weekly TV broadcast. In 2012 it commenced co-operation with the Moscow-based agency, Business Inform to publish a quarterly edition of the magazine in the Russian language.

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Mark Dawson



Channel Distribution

No chosen approach is set in stone. New channels can be evaluated at any time. Existing channel management can be improved at any time.

THERE ARE various ways manufacturers and brand owners can get their products to the end user. In the world of imaging supplies, most of us have come across suppliers or competitors that believe they can sell the same cartridge twice, that don't understand why their wholesale price points should be different to their reseller price points, and don't seem to care how their brand is positioned by different channels. This muddled approach gives our industry an unprofessional image.



A well-thought-out channel strategy is critical for sustainable growth. It is right up there with competitive advantage and branding as a basic building block of business strategy and goes hand in hand with pricing strategy.

No chosen approach is set in stone. New channels can be evaluated at any time. Existing channel management can be improved at any time.

Start by understanding your target users. We can learn from the OEM segmentation. I added my interpretation of the number of devices:

- 1.Consumer/home user: probably with one or two hard copy output devices;
- 2.Small Office Home Office (SOHO)/ Micro Business: one or two devices;
- 3.Small to medium enterprises: less than 20 devices;
- 4.Enterprises: less than 100 devices;
- 5.Large Enterprises (e.g. Fortune 500): more than 100 devices;
- 6.Production print companies: main business is printing.

Which are your target segments, and why? Which segments are best suited to your current and planned product or solutions? What resources and infrastructure are available to reach the target segments?

For each of segment, typical questions will include:

- a.How and where do customers purchase?
- b.What education/training do they need?
- c.Are additional products or services from other vendors required in conjunction with mine?
- d.Do the customers require any help with installation?
- e.Will service and maintenance be required after purchase?

Most of the available channel strategies can be broadly grouped as:

- i.Direct to user (one step),
 - ii.Via resellers (two steps), or
 - iii.Via wholesale distributors (three steps).
- They are not mutually exclusive.

Companies can operate with two and sometimes all three.

Consider carefully how to most profitably match the needs of the end-user to the channel. The closer you are to the user, the higher will be your gross margin. However, direct sales models often carry a very high cost of sales. Technology can mitigate that to some extent.

For segments 3, 4 and 5, I advocate the use of "natural partners." These resellers already have relationships with your target users delivering other product or services. When your value proposition is strong, natural partners can be educated, trained and incentivized to promote your products and

services. Building a network of authorized reseller partners (ARPs) can be very powerful.

Geographical location, import licenses, freight costs and other factors will determine whether natural partners can be engaged directly or whether a wholesale distributor is required.

Using different channels simultaneously may deliver incremental volume. It can also increase the risk of channel conflicts. These usually revolve around price and territory. When using multiple channels, price points for each step must allow

a fair margin for each partner. If users can buy from one channel at a lower price than from another, partners will seriously push back. Such conflicts can disable an entire strategy, so price points must be carefully mapped out and robustly managed. This in turn requires strong disciplines in the sales process.

Today our markets have never been more competitive. Deploying multi-channel distribution strategies is a key success factor to capture maximum market share. These need to be carefully planned and executed to avoid conflict and to maximise market share. ■

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 optimize 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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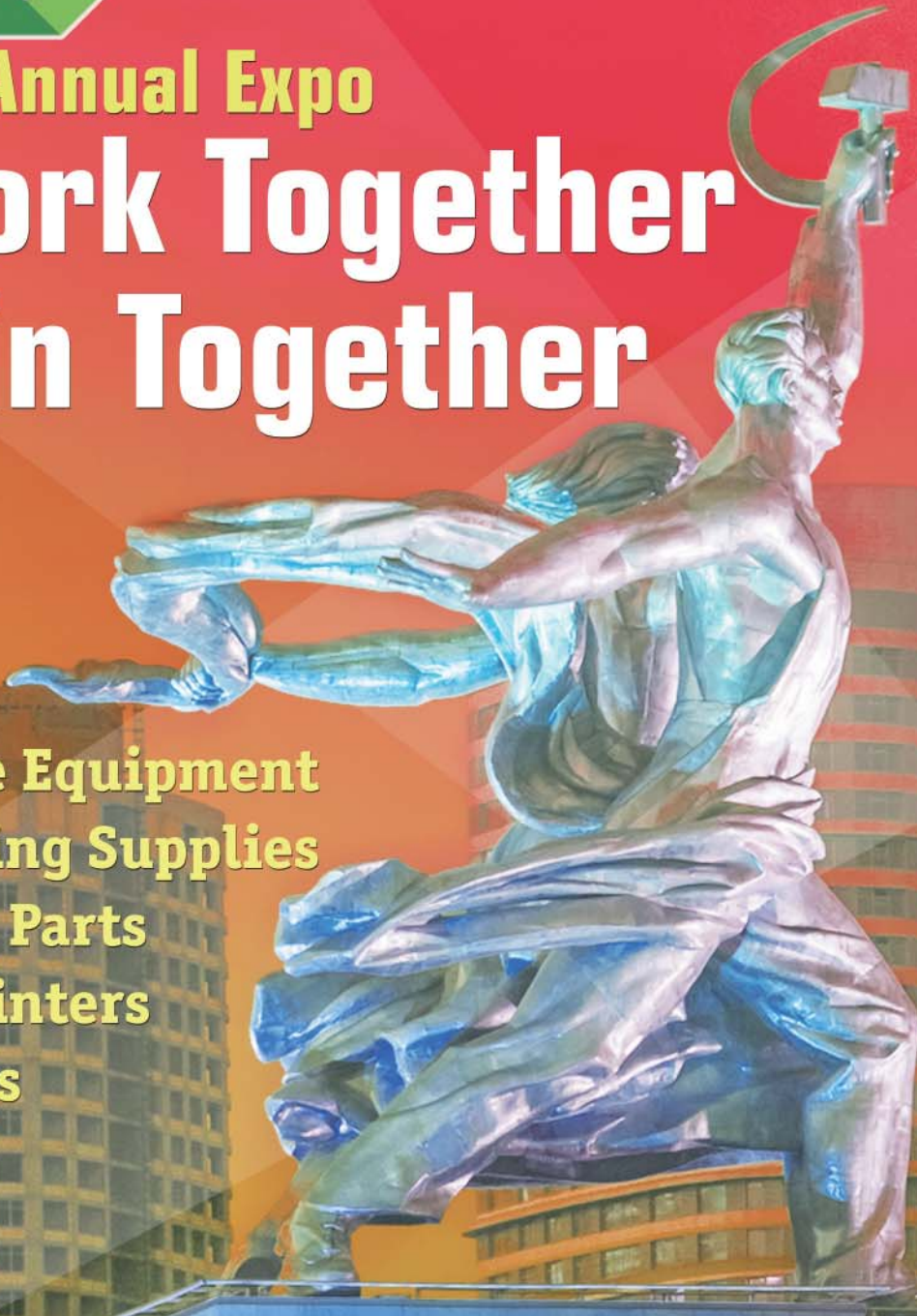
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Dhruv Mahajan

How Channels and Distributors Can Make Your Printer Consumables Business Profitable

Everything is driven by consumer perception, expectations and demand, so we must find ways to avoid partner conflict and to maximize customer satisfaction.

CHANNELS AND distribution are all about taking your product to the actual end user. If your customers are happy they will return to make additional purchases. Loyalty is the key to being profitable and having a sustainable business.

The various marketing techniques and sales strategies you use to reach your customer base or market territory is called channel management. The distribution channel is the chain of intermediaries through which your product will pass in order to reach the actual end user.

The Internet has dramatically changed the way people buy products. It has allowed them to be better informed and make it easier to acquire any brand or product anywhere at any time. Our products address the needs of both the B2C (business to consumer) and the B2B (business to business) sectors. "One size" does not necessarily "fit all" yet you can operate profitably and successfully in both sectors if you have developed the required relationship with the consumer.

As a manufacturer you already use a variety of channel strategies, which include the delivery and service channels, as well as a sale channel. For example, your company could use FedEx as the delivery channel, the Internet and the telephone as sales channels, and hire local technicians for service or repairs.

Everything is driven by consumer perception, expectations and demand, so we must find ways to avoid partner conflict and



to maximize customer satisfaction.

Channel and distributor conflict can be minimized to a large extent by building a brand which each brand owner and partner will manage. This will minimize price conflict, especially in price sensitive markets like India where products are sold with low margins and price points—as low as 10 percent of the OEM price.

Success will come to those who consistently sell high quality products and build a brand amongst their target customers. As a brand owner you must manage conflict that exists in a multi-channel scenario where there are two or more channels used to distribute the manufacturer's product.

In this case, an authorized distributor could be appointed in a country to serve as a sole distributor to invest significant resources in building the brand in that market or country in order to obtain larger profits and sustained business. It will develop a large retail chain that can sell vast quantities to meet consumer demands. If the manufacturer also supplies the consumer as well, the authorized distributor will stop stocking the brand.

The manufacturer's short-term greed will break the distributor agreements and it will be the death knell for all stakeholders. Integrity, honesty, open communication and trust remain key factors for a sustained profitable business for the entire supply chain.

Now that consumers can easily purchase what they want on Amazon with a few

clicks and have it delivered to their door overnight, it is essential you earn loyalty by providing a no risk, quality alternative to the OEM at a reasonable price. The perception of having a received a large discount can be lost in a matter of hours if the customer feels he is being shortchanged. In this era of IOT you must have a wonderful website which is e-commerce enabled and allows you to provide better-than-Amazon experience to your existing customers whose needs you already know. It is easier to manage your existing customers than having to win new customers with every new deal.

Progress, Profitability and Predictability in our world come only with the one certainty in life and businessCHANGE Embrace it and be happy always! ■

Dhruv Mahajan works as International Business Development Manager at Fast Image Products Co., Ltd. - Member of Huiwei Group. He is now responsible for developing Business on Aftermarket Imaging Supplies across the GCC (Gulf Cooperation Council) and SAARC (South Asian Association for Regional Cooperation), and increase market awareness and presence of Fast Image Products Co., Ltd in these regions.

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Steve Weedon



Once Upon a Time

Getting stuck in the past and not embracing change meant lost opportunities and high risk.

ONCE UPON a time, shopping was not allowed on Sundays in the UK, save for a few perishables like bread, eggs and milk. Stores closed Saturday night and the owners rested until Monday. It was inconvenient but rules are rules and you lived with it. Pubs closed earlier on Sundays under some premise that you had too much Saturday and you have to go to work on Monday. It was a very different era, and most accepted it for decades without rancor.

Now, of course, its “buy, buy, buy,” morning, noon and night. You can go online and purchase almost anything from your armchair and have it delivered the next day.

The corner shop that used to sell almost everything has all but gone, making way for express grocery chains that take your order online and have it waiting for collection or for free delivery.

Pregnant and unmarried girls used to be carted off so society did not have to face their shame, with many returning alone with stories of staying with aunts and uncles, while secretly getting adoptions or abortions. Life then carried on much the same.

Times change of course and rightly so. No one would want to be cave dweller. However, with change come winners and losers. The candle stick maker, the milkman and yes the corner shopkeepers in their aprons and caps were losers. Early adopters of the new ways became winners having taken the gamble and pressed us to enter the 20th century.



Nothing stays the same in our 21st century modern world either. If you are not an early adopter then you are destined to become a dinosaur in denial. Get this app, download that app, read this tweet and share this tweet.

Getting stuck in the past and not embracing change meant lost opportunities and high risk. The clued-in ones enthusiastically jumped aboard, having got their feet wet, or their toes burnt, ready to move forward.

The trouble is, the new world age gets reinvented almost each day. What was “ok” yesterday is not “ok” today. If you have plenty of cash in your pocket, for example, have you not heard about the cashless society?

In the dark ages after the collapse of the Roman Empire, and before the Renaissance, most in Europe thought the world was flat. They didn’t seem to care much about it so long as they didn’t stray too close to the edge and fall off. Yet Ptolemy wrote a book called Geography at the height of the Roman Empire, 1300 years before Columbus set

sail explaining in graphic detail that the world was in fact round. Yet it wasn’t accepted by the masses, and the entrepreneurial travel agents of the day failed to capitalize on round-the-world trips.

Yes. Change is all around us. Our industry has changed too—not “changing” as it used to be said. Early adopters have made good, or burnt their toes. For those that remain and who fail to spot what has changed: time, I fear is running out.

If what you are doing makes you a small fortune and you are fat and happy, you do not need to do anything. You can carry on regardless.

If, like the vast majority, you are not fat and happy and not making the profits you need or want, you must change NOW. Immediately do something different before it consumes you and it’s too late.

End users are end users and they will not go away. However, resellers, dealers, MPS providers, distributors, VAR’s, BTA channel members, cartridge remanufacturers, NBC makers and OEMs better adapt to the channel changes fast or get left behind. ■

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. <steveweedon@utec.com.mo>



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Mike Josiah



Remanufacturing the Brother HL-L 2350 Series Drum Cartridge DR-730

Released in February 2016, the Brother HL-L2350 printer engine is based on a new 30-34 ppm, 2400 x 600 DPI laser engine. These machines have a first page out in less than 8.5 seconds, and come standard with 32-64Mb of memory depending on the machine. All the machines in this series so far also have duplexing built in.

The DR-730 (DR-2400 in EU, DR-2425 in Asia) is rated for 12,000 pages.

It's interesting to note that on a brand new replacement cartridge the drum shows some wear on each side. It's outside the paper path so not a big deal, but I found it interesting. See Figure A

Current machines released for this series are:

HL-L2310D
HL-L2350DW
HL-L2357DW
HL-L2370DW
HL-L2370DWXL
HL-L2375DW
HL-L2390DW
HL-L2395DW
DCP-L2510DW
DCP-L2530DW
DCP-L2537DW
DCP-L2550DW
DCP-L2551DW
MFC-L2710DN
MFC-L2710DW
MFC-L2713DW
MFC-L2730DW

MFC-L2750DW
MFC-L2750DWXL

While the cost for new cartridges is not very high, they are fast and easy to do. The DR-730 lists for \$120.99*

*As of October 1st 2018

Required Tools

- Toner approved vacuum
- Small Common jewelers Screwdriver
- E-ring tool, Needle nose pliers, or small flat head screwdriver

Required Supplies

- Replacement drum
- Conductive Grease
- 99% Isopropyl Alcohol
- Cotton or Foam cleaning swabs



RT's Cartridge Library



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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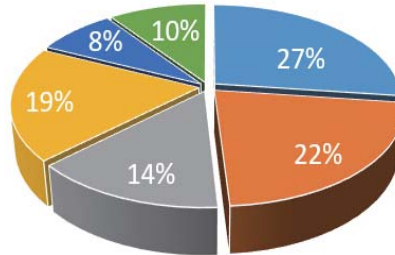


The largest catalog ever printed was by Aviall Services Inc. in January 2005. The behemoth had 2,656 pages and weighed 3.4 kg (7.4 lb) and was 7.1 cm (2.8 in) thick.

(Source: <https://blog.sepialine.com/10-unusual-printing-facts-that-youve-never-heard-of/>)

RESEARCH

Which channels help you most in marketing your products?



- A Distributors 27%
- B Salesmen 22%
- C Advertisement 14%
- D Social Media 19%
- E Mailshot 8%
- F Website 10%

IMAGING SHARE PRICES

(As at 31, October, 2018)

OEM	Prices		Aftermarket	Prices	
	Last Month	This Month		Last Month	This Month
Brother Industry (Yen) (6448:Tokyo)	2,301	2,071	Ninestar (RMB) (002180:Shenzhen)	25.30	25.21
Canon Inc. (US\$) (7751:NY)	31.53	28.71	Hubei Dinglong (RMB) (300054:Shenzhen)	7.13	5.92
Seiko Epson (Yen) (6724:TYO)	1,985	1,824	Suzhou SGT (RMB) (002808:Shenzhen)	12.68	13.08
HP Inc. (US\$) (NYSE:HPQ)	25.87	23.67	(Sources: Google Finance and bloomberg.com)		

BERTO'S LAST LAUGH



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Apex Microelectronics	1
Asay	38
Badger	47
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CMYK	46
Costal Inkjets	47
ECTEC	47
Future Graphics	OBC
Guangzhou Dongmai Office Equipment Co., Ltd	47
Hangzhou Chipjet Technology Co.,Ltd	16
I-ITC	32
ITP Group	47
Just Cent	45
Katun E.D.C	46
NanJing Teshine Imaging Technologies Co., Ltd	7
Ninestar Tech Imaging Limited	IFC
Ourway Image Tech Co., Ltd	2
Parts Overnight	46
Patel Traders	47
Sunwise Information	46
UniNet	36
Toko	46
Zhono	4
Zhuhai Gree Meida Technology Co., Ltd	22
Zhuhai Megain Technology Co., Ltd	10
Zhuhai Someway Electronics Science andTechnology Co., Ltd	20

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- RT** **RT Imaging Expo—Americas 2019**
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Jun. 13-14, 2019, Bogota, Colombia
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- RT** **The 14th RemaxWorld Expo Summit**
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