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STARTING AT PAGE 14  
TRADE ASSOCIATIONS  
HOLD VALUE—STILL



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THE  
FUTURE  
OF OFFICE  
PRINT

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NEVER A  
DULL  
INDUSTRY



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## TARGETING LATIN AMERICA

—Guía del Reciclador's  
Gustavo Molinatti  
examines the possibilities

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Photo credit: David Gibbons



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# Tricia Judge

## I Know Something You Don't Know

And it could change what you think you know about associations.

So here goes: The International Imaging Technology Council (Int'l ITC), the North American trade association, was formed over the course of several years, not overnight. But that's not the part you don't know.

During those formative years, it was obvious the final association would need funding to launch. The Int'l ITC—through me—asked industry leading-companies for loans to make the association work.

The commitments came quickly. Recognizable names, such as suppliers Static Control, Future Graphics, Optical Technologies

and more, stepped up, as did well-known remanufacturers like Printing Technology Inc. (PTI).

But here's the part you don't know: two Chinese companies invested in our trade association. One was H.Y. Hung, a principal now in Triton Precision Engineering. The other Chinese investor made a much larger investment. And it was made by Print-Rite's Arnald Ho.

Ho believes now as he did then; in fair competition and in quality products over cheap ones.

That's what associations do. They allow members to make a statement about what is higher, better and true about the industry in which they participate. The issues may change, but the association's role doesn't: it reflects the position of its members.

In this special issue, you'll read as leaders of the national and international associations update us. As one of directors of AJCR, the Association of Japan Cartridge Remanufacturers, Masato Emori shares his association's programs that that will get you thinking how you can strengthen and energize your own market. (Read more on page 14).

In Europe alone, 370 million inkjet cartridges are purchased with only 13 percent of them channeled for reuse. Of those, 75 percent have been successfully reused. At the same time, 135 million toner cartridges are purchased with only 25 percent being collected for reuse—82 percent successfully. One of the United Kingdom's Cartridge Remanufacturing Association's (UKCRA's) key objectives is to "institute and support positive legislation and other measures in the interest of cartridge users." Laura Heywood shares the UKCRA story on page 24.

The European Toner & Inkjet Remanufacturers Association (ETIRA) also weighs in on its latest developments, from Secretary General Vincent van Dijk, on page 52. Delacamp's Volker Kappius chimes in on page 48 with a new networking group of remanufacturers wanting to address key concerns in Germany.

And from North America, I proudly share our state of the union. There's much going on, and much that will happen in 2019. Including the second annual Reman Day, which gives everyone wherever situated an opportunity to show off their remanufacturing prowess.

In India, a "much needed trade association", called Imaging Solutions Association of India (ISAI) was announced in New Delhi in November 2018, founded in partnership with two well-established associations. David Gibbons interviews him on page 49.

What all of these intriguing articles demonstrates is that we still have so much in common, as we did 25 years ago. The issues may have changed, but the need to survive – and thrive – remains a driving force to come together.



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01

### IDC Names Two OEMs as Market Leader

In the latest released Worldwide Contractual Print and Document Services Hardcopy 2018–2019 Vendor Assessment by IDC, Lexmark and Canon were named as worldwide leaders.

The latest report cites Lexmark as being “in a strong position to effectively address and manage customer environments and drive real digital transformation.”

In naming Canon a leader, the report states “Canon Global Services provides a strong foundation for consistent service delivery, supporting global regional, and local engagements.” ■



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02

### A Contentious Case Settles

A class action case involving users being blocked from using HP inkjet printers after installing third-party ink cartridges appears to be over. Under the settlement coming out of the U.S. District Court for the Northern District of California, HP agreed not to reactivate

Dynamic Security in the affected printers and will pay out \$1.5 million. HP denies it did anything wrong. ■



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03

### Sharp Action with Pink Hat

Sharp Imaging and Information Company of America (SIICA) is expanding its direct regional sales coverage of managed network services (MNS) in Los Angeles, California, after acquiring the service contracts of Pink Hat Technology Management. Since 2012, Pink Hat Technology Management has been providing cybersecurity services and managed network services. ■



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04

### Canon Places in Top Five

Canon Inc. ranked third for the number of U.S. patents it was awarded in 2018, becoming the only company in the world to have ranked in the top five for 33 years running. According to the latest ranking of preliminary patent results by IFI CLAIMS Patent Services, Canon once again ranked first among Japanese companies as well. ■



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05

### Static Control Addresses Plastics Issue

The iconic brand has carefully investigated its finished cartridges in the light of claims about their levels of toxicity only to find the majority of its cartridges were in compliance with all applicable environmental regulations. However they also found a small number of cartridges that did contain “an unauthorized substance” in the plastic molding. ■





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07

### German Exclusive Distributor Celebrates Cross-Century Anniversary

Delacamp, founded in 1879 in Hamburg, Germany and in Kobe, Japan, has celebrated its 140th anniversary this year. The highly respected company upholds the virtues of remanufacturing and is a market leader for quality cartridge components and toners for the cartridge remanufacturing industry in Europe, the Middle East and Africa. ■



★07

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06

### New Leader Joins Canon Brazil

Canon has appointed a new president and chief executive for its Brazilian operation after a decade and a half of unchanged leadership. The new local head is Masaharu Choki, who took over this month. He replaces Jun Otsuka, who was transferred to Canon Panama. Choki will be leading the operations in South America's largest economy with "high expectations of development." ■



★06

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09

### Sensient Inks Partners Up in Turkey

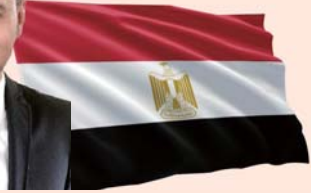
Sensient Imaging Technologies, a leading developer and manufacturer of digital inks, has entered into a distribution agreement with Spot Uluslararası Tekstil, which focuses upon the Turkish market. Founded in 1991 and based in Istanbul, Spot Uluslararası Tekstil will help promote Sensient's range of high-quality, digital textile inks throughout the country. ■



08

Alaa Hawila  
Engineer

Alaa.hawila69@gmail.com



3D printing is becoming more and more mainstream in Asia and Europe, but in most African countries, we are yet to see a major breakthrough. In Kenya, for example, many startup companies have sprung up believing the technology possesses disruptive potential. It seems everyone wants to become a manufacturer and they are working to make it as accessible as possible. With the increasing presence of 3D printing in both the public and private sectors, I think this will open new doors in the business world. This could provide an enormous boost to the local Kenyan economy as its not limited to medical equipment, but includes a variety of products from medical equipment to street furniture. Even the 3D printers are all made from recycled waste. ■

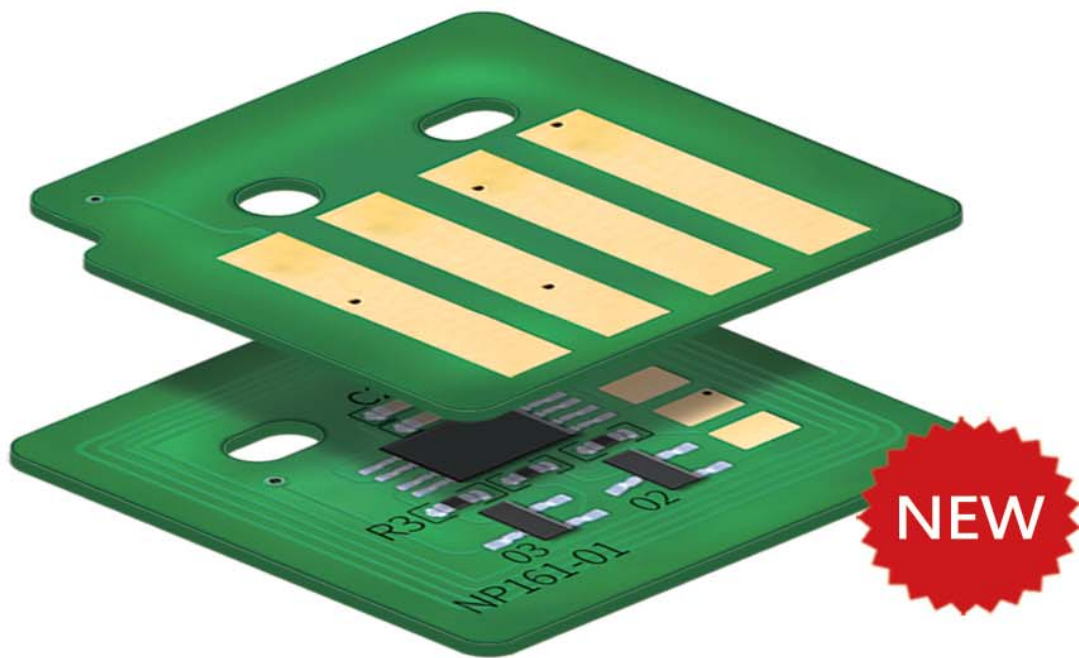
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10

### Printing Expected To Grow

The Middle East and North Africa (MENA) region continues to present one of the world's key growth regions for print. In 2019, the total value of the commercial print business in MENA is forecast to reach \$32 billion, according to exclusive research from Smithers Pira, the worldwide authority on the packaging, print and paper supply chains. ■



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11

### Getting a Rise from the Printed Page

Konica Minolta has developed what it calls the MGI JETVARNISH 3D which can emboss or add 3D effects with different level of thickness to traditional offset and digital printing to enhance the look and feel of the final product. ■



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14

### Toshiba to Sell Toshiba Tec?

In order to bolster its finances, Toshiba Corporation of Tokyo, Japan has been urged to sell off more of its non-core businesses, such as office machinery company Toshiba TEC. Will the OEM take the advice of its Hong Kong-based activist fund Argyle Street Management? ■



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12

### Kotak and Karvy Bid to Acquire Ricoh India

Kotak Investment Advisors and Karvy Data Management Services have bid to acquire distressed Ricoh India, a subsidiary of the Japanese multinational technology company with almost Rs 3,000 crore (\$421.7 million) in unpaid dues. The bids were submitted to the committee of creditors led by Deutsche Bank, which will choose the new owner of the company.

Lenders, excluding related parties Ricoh Japan and Ricoh Asia Pacific, may have to take a 5-10 percent loss on their loans. Ricoh India owed the two related parties over Rs 1,500 crore (\$210.85 million). ■



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13

### Ricoh to Move Manufacturing Out Of China

Due to the China-US trade war and Chinese economic downturn, Japanese company Ricoh is moving its production out of China to reduce costs, and is preparing to transfer its printer production line to Thailand. On Jan. 5, Ricoh, the Japanese producer of electronics and office equipment, announced that it would be relocating a factory out of China, according to a report by Radio Free Asia (RFA), citing Japan's Kyodo News. But Ricoh is also building a new factory in Dongguan, China, as its new manufacturing center. Does the relocation just includes some production lines or it means all of the manufacturing will move out of China? Stay tuned. ■







**It's time for a Party:**

**Reman Day is**

**April 11**

*Tricia Judge*





Who doesn't love a party? Especially when the celebration is all about you. On April 11, 2019, the entire remanufacturing community will celebrate being remanufacturers. From remanufactured inkjet cartridges to remanufactured aircraft carriers, the producers of these environmentally-friendly products will be showcasing their products and production facilities. Join them. Here's how...and why.

Remanufacturing is good for people, profits, and the planet, and the industry has great potential for growth. Reman Day is an opportunity to celebrate the benefits of remanufacturing as well as to take steps toward growing the industry.

Reman Day is a great opportunity to show your support for the entire remanufacturing community. Each registered Reman Day event helps in the overall mission to increase appreciation and awareness of the benefits of remanufacturing.





▲ Reman Day gave Brooklyn-based Cartridge Evolution, and its owner Wyman Xu, an opportunity to introduce themselves and their products to a receptive community.

▼ The Reman Day flag flew over John Deere's reman headquarters.



Having a hard time trying to decide what kind of event to host? Below are some ideas to get you started.

Internal events may include get-togethers of:

- Employees, their families and friends to show friends and families what the employees do.
- Employees and suppliers to give employees and suppliers a chance to get to know each other or the company on a deeper level.
- A video for remote workers to

introduce them to the core team or to give them a tour of the headquarters

External events may include invitation to:

- The community for a tour of the facility or a presentation about remanufacturing.
- Local elected officials for civic relationship building.
- High school or higher-education students for workforce development.
- Customers for a deeper relationship with the company.

Through your event you can form closer relationships with various stakeholders at your organization, encourage workforce development efforts in your community, and/or educate elected officials about the benefits of remanufacturing.

There are many different types of events you can hold from pizza in the break room for the staff to a facility tour with students, government officials, and suppliers. Here are a few ideas of people you may want to invite to your event:

- Employee friends and family

- Suppliers
- Customers
- Civic and community leaders
- Students
- Elected Officials

For more event ideas, visit the event planning page. (visit: [www.remanday.org/plan-an-event](http://www.remanday.org/plan-an-event)). Also on the RemanDay website are a host of tools you can use to promote your event, including press releases, media guides and even a proclamation for your local government to recognize this day. There is also an itemized checklist to help you

plan the event.

The International Imaging Technology Council (Int'l ITC) is actively involved in the alliance of associations that sponsor RemanDay, including airplane, automotive, office furniture and electrical equipment remanufacturers. Int'l ITC also has cartridge-industry specific promotional materials on its website at [www.i-itc.org](http://www.i-itc.org)

No matter what size event you choose to have, every event is important in raising awareness about remanufacturing and its benefits to the environment and economy. Registering your event at





▲ Davies Office, a leading office furniture remanufacturer, went all out last year in celebrating Reman Day.

RemanDay.org adds your company to a global community of remanufacturers. Last year, automotive remanufacturers in Romania celebrated simultaneously with cartridge remanufacturers in Egypt. The website also gives you access to resources, provides visibility for your organization and most importantly, shows your company's role in elevating the entire remanufacturing industry.

One of the best-attended events in the cartridge industry was in New York. "We participated because we felt that it was important to highlight and promote the remanufacturing sector of the production industry," said Wyman Xu, president of Cartridge Evolution in Brooklyn, N.Y. "There is definitely a stigma against remanufacturing in the eyes of consumers when it comes to product quality and dependability. We want to reverse this way of thinking by educating the public about the benefits of remanufacturing and the important role it plays in today's consumption heavy world."

"The highlight of the event was opening our doors to the public and telling the story of Cartridge Evolution," Xu said. "For years, our facility has

been closed off and we had generally stayed away from outside attention. At the event, we were able to introduce ourselves to the remanufacturing industry at large and provide public tours of our facility for the first time ever. It was a great experience to see so many people interested in what we do here at Cartridge Evolution."

Xu said the results were definitely

## Registering your event at RemanDay.org adds your company to a global community of remanufacturers.

worth the investment of time and resources. "One of the important things that we got out of Reman Day was validation that what we are doing is important. People responded very positively after hearing our story and seeing our process. It is not always easy to work with recycled products and the margins are shrinking due to competition from cheaply-made compatibles. However, we believe we can persevere with the support we received on Reman Day from various companies,

local governments, and educational institutions."

John Deere's remanufacturing division, John Deere Reman, went big on Reman Day in 2018, with internal education of 66,000 employees within the world-wide John Deere organization. Reman Day banners flew at 50 John Deere facilities worldwide. Public events were held at John Deere Reman located in Springfield, Missouri. Large equipment companies like John Deere, Caterpillar, and all major auto makers have devoted resources to remanufacturing. By participating in the alliance of remanufacturing associations, the Int'l ITC and its members can use Reman Day simply to exchange information across the remanufacturing community.

What if John Deere, Boeing and Ford's offices decided to BUY more remanufactured products in addition to selling the ones they produce? That's more than a half million people! This year, Reman Day will be an even bigger event, as the gathering of remanufacturers in Rochester, N.Y. that drive the event, held last September, was twice the size of the same event in 2017. The event, and remanufacturing as a sales concept, has momentum. ■



# Japanese Remanufacturers Survive Through International Cooperation And Thrive With STMC and

Masato Emori has supported the remanufacturing industry while maintaining and leading a trading company in the tough Japanese market. He shares his personal opinion about the value of trade associations from a Japanese cultural perspective and provides some suggestions that will get you thinking how you can strengthen and energize your own market.

As one of directors of AJCR, the Association of Japan Cartridge Remanufacturers, he supports the International Committee and continues to contribute to the remanufacturing industry as a STMC-certified trainer. He is also president and CEO of Hara Trading Co., Ltd. in Japan, distributing components to those who remanufacture toner cartridges for almost thirty years. Originally, his company was a textile company established in 1955. He exported typewriter ribbons to Europe from Japan. With this background, Hara made a start in the components business for remanufactured toner cartridges with a mission to support remanufacturers nationally and the remanufacturing industry internationally.



# al and tion... nd Standards



*Masato Emori*

The remanufacturing market in Japan continues to be impacted by more severe pressure from the OEMs on one side and from new-build cartridges on the other. This has caused the remanufacturing industry to face a new reality, and it is again at a turning point where it needs to work out a solution to the difficult circumstances it faces.

## **Using STMC to Differentiate**

Dr. John Wyhof (who passed away in the beginning of 2018), was a great teacher in the imaging industry alongside the late Lester Cornelius. They created and introduced Standardized Testing Methods Committee (STMC) certified training to remanufacturers across the globe as well as in Japan. For more than ten years, Emori has visited many remanufacturers, not only in Japan, but also some Asian countries, to provide STMC training and certification. As a result, STMC has become a key qualification condition for users including, for example, government and administration departments that purchase remanufactured toner cartridges.

While STMC does not guarantee the quality of the remanufactured toner cartridges, end users want to get remanufactured toner cartridges from reliable sources that can provide good and reliable quality. STMC itself is a testing method for monochrome all-in-one toner cartridges. So of itself, it is not a trade association. However, those remanufacturers who have gained STMC certification are using STMC very effectively to demonstrate their strong commitment to high quality and reliable remanufactured toner cartridges in the market place.

From a user's point of view, it is possible to say STMC is considered to have the status or brand of a trade association, at least in Japan. This helps STMC accredited remanufacturers to differentiate their cartridges from other cartridges.

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- 2018 AJCR-20th Anniversary Celebration -  
Current 2019 Chairman Mr. Hayashi



- ▲ 2018 - LCA Award - Former Chairman Mr. Kuwata and some selected AJCR members

- Int'l ITC Chairman Lester Cornelius and Executive Director Tricia Judge signing an ongoing current joint agreement with former Chairmen of AJCR, Mr. Kitaoka and Mr. Shirasaki in 2003



### Being Aggressive

No matter how strong STMC accreditation is, it does not always provide a total immunity from the powerful challenge coming from the influx of new-build toner cartridges. End users will always choose the cartridges that they would like to use.

Another powerful weapon, or aggressive activity, in the remanufacturing industry's arsenal is what the AJCR association is currently doing in Japan. The AJCR is currently promoting its authorized, E&Q (Ecology and Quality) standards and logo. The AJCR entrusts a third-party organization with the authority to audit E&Q certified remanufacturers and their remanufactured toner cartridges. For many years, the directors of the AJCR have invested a tremendous amount of time to establish the E&Q standards in order to differentiate the locally remanufactured products from the Chinese new-build cartridges. Thanks to the strong promotion of E&Q by AJCR members, there are now many end users, governments and administration departments that are becoming familiar with it. As a result, it is becoming one of the key qualification conditions to purchase remanufactured toner cartridges.

The E&Q is only for genuine remanufactured toner cartridges that pass strict standards. This has provided a very successful solution for remanufacturers

and the remanufacturing industry in Japan. Further, AJCR members are committed to NOT selling any new-build cartridges. It is clearly understood that any members that sell and/or purchase new-build cartridges will be expelled from AJCR membership.

In addition, the AJCR offers valuable benefits to members. The AJCR analyzes legal issues impacting the industry nationally as well as internationally and offers valuable advice to the members. This is a valuable membership benefit that provides effective support for members.

Consequently, it is very difficult for new-build cartridges to be accepted in Japan. We all know there are manufacturers of new-build cartridges that diligently find work-around solutions to avoid patent infringement wherever patents are registered around the world. However, as you would expect, the OEM companies in Japan are watching the development of the new-build cartridge sector, and are looking to see if these cartridges infringe their intellectual property rights.

Remanufacturers and component providers in Japan need to pay high attention to this IP point of view. This is another role where the AJCR is playing a vital role in controlling and supporting the remanufacturing industry. Readers should note the Japanese market is not as big as other Western markets and some cartridge engines that are sold in Japan are

either not popular or not sold in other parts of the world. Japan is a very unique market.

Through my company, I have been advising end users to develop a better understanding of remanufactured toner cartridges and how these products support our society and environment. Of course, end users always have the right to choose, but it is yet another responsibility of the association to educate end users so they can make a more informed choice and why the use of remanufactured toner cartridges in Japan is best.

Last year, the AJCR was awarded a Life Cycle Assessment Encouragement Award at the same time and place as Canon.

There is a well known saying in Japanese, "Mottainai" which conveys a sense of regret concerning waste (Wikipedia). This implies we should not waste any goods without understanding the value of them first. How many things get discarded and wasted yet still contain some valuable ingredients. Most Japanese people have been educated with the word "Mottainai" from childhood, so it is easy for them to understand the importance of reusing toner cartridges once they realize what they are.

I propose we should make good reuse of toner cartridges and that we mobilize and support the value associations can bring to our businesses, our nations and the world adopting this Japanese idea of "Mottainai". ■



# The Imaging Channel is Not Alone in Needing Diversification

*Ray Stasieczko*







Over the last few years, we have all seen extensive mergers & acquisitions activity throughout the imaging channel. Sometimes I think there is more revenue generated by the acquisitions than sales made of print products to end users.

Recently I read how the leader of one of the acquiring conglomerates was talking about how much revenue they were projected to hit in the next three years. Of course, there was no discussion of the profit expectations. This organization was also bragging of high double-digit growth, especially in an industry where low single or negative growth is the new global reality. Buying growth can be hypnotic to revenue chasers and buying a customer base that is declining in both revenue and profit is dangerous to the investor's ROI—especially without a serious plan to diversify.

Without diversification, the ability to increase revenue and margin in a declining product use market takes magic, and magic can only last so long on a balance sheet.

Many believe that increasing their customer base by buying a competitor's customer base will magically provide them with more customers to market additional products and services.

Surely, no leader in the channel believes only the channel itself can diversify. Those who do should look back through clear glasses at the many attempts and failures regarding managed IT services.





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### Do the Math

Currently the imaging channel is a print/copy equipment sales and service channel. More than 90 percent of its revenue comes from the selling and servicing of print equipment. Yes, there are a few who have a diversified deliverable. I believe if they honestly reported the revenue they receive, very few would have more than ten percent revenue diversification.

There are real threats coming from innovators, and other product and services vendors who are positioning themselves to take your print customers. Like you, these vendors also agree with you, that they too must diversify. The managed IT service providers and the office product resellers are close to being in a position to challenge the imaging channel.

I have spoken with many IT resellers and these organizations understand that print equipment and its services is by far the smallest piece of a customer's total technology budget—in most cases less than two percent.

Don't believe me? Do the math. It is well known that print volumes on nearly all equipment throughout the SMB marketplace produce less than 5,000 pages a month. At a 1.5c service cost, 5,000 pages at .015 = US\$75.00 per month. Let's add \$150.00 per month as the cost of the hardware lease. That gives the customer a complete print and service cost of US\$225.00 per month.

Now let's list out all a typical SMB customers' technology needs: ISP, telephony, backup services, security firewall services, ERP and software licensing, desktop/laptop computer equipment and monitors, AV equipment, telecommunication equipment and mobile device equipment. We must also factor in all the service and labor costs, extended warranty costs and cabling and infrastructure costs.

**Here's a fact everyone in the imaging channel must consider: it's easier for an IT service reseller to learn and master selling print than a print service-centric business to master the many complexities of IT services.**

Over my 30-year career, I don't think I ever had the opportunity to ask, "How many imaging channel dealers or direct operators have a print management program for their own organization?"

Many reading may appreciate the answer: probably none. The reason is dealers know that their own print costs are not that concerning when compared with other technology costs.

Most logical people would agree that managing something that represents two percent of a budget is not worthy. Given we all print less and less, thanks to the evolution of technology, the cost of print

will keep declining.

It's safe to say that IT resellers have never really been interested in the smallest piece of the technology spend. So, why would they be now? It's simple: they realize it's much easier for them to take over the print and its services on the millions of low volume accounts. All they need is an A4 strategy, and it's not hard to imagine that many are considering putting an A4 plan on the agenda. This A4 strategy will gain in momentum for IT resellers as many in the imaging channel continue their product-centric deliverable of overselling A3 equipment.

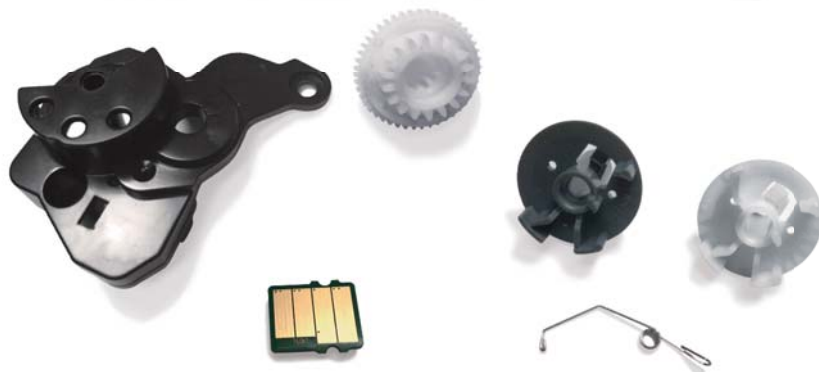
At the moment, IT resellers assume the A3 copier/printer in the hallway is still producing a lot of prints and copies. Once they begin to realize that the majority of A3s in the market produce less than 5,000 pages per month, they will quickly feel much less threatened and learn how to sell A4 to replace them.

As advances in A4 equipment technology will see less parts and service needs, many technology resellers will diversify into print. At the same time, these resellers know that the imaging channel is attempting to compete for their IT services.

Here's a fact everyone in the imaging channel must consider: it's easier for an IT service reseller to learn and master selling print than a print service-centric business to master the many complexities of IT services.

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## More Threats

The imaging channel must also keep in mind that it's not just IT resellers that threaten their businesses. Think about organizations like Office Depot, Field Nation, Staples, and of course, Amazon—all offering a better user experience. Many great relationships will be replaced where a competitor delivers the better experience. Remember, UBER disrupted the taxi industry. The “old-way” of doing things rarely initiates disruption. Instead, the old-way falls victim to it.

Office Depot has 1,100 locations in the U.S. Field Nation has roughly 100,000 technicians on their contracted platform. A4 equipment is light (more accessible to deliver set up and install than A3), has a third less technician needs compared to the A3 at like volumes. The yields on A4 toner and consumable parts are continuously increasing as customers print volumes continue decreasing.

Can Office Depot sell directly to your customer?

Can Field Nation provide the needed service?

Many dealers in the imaging channel don't even know about Field Nation. They only recognize their competitors as those organizations who do what they do. Today's innovative competitors are unknown to most until they fall victim to them.

Here's one of many things I can see: Office Depot creates an avenue for print end-users to order equipment online or at one of their 1,100 demo rooms around the country. They could contract Field Nation, the world's largest contracted services company, to fulfill the service component.

So I want to challenge you to see Office Depot as an ally rather than a threat. Office Depot has your customers visiting their websites every day selling them supplies. They have relationships with

I predict Office Depot will acquire a large imaging channel dealer or conglomerate in the next year or two.

your customers in the intersection between the digital and physical worlds. Office Depot, like the imaging channel, knows they must diversify, and, like the imaging channel, Office Depot could attempt this diversification.

It's not too farfetched to believe that Office Depot could acquire a substantial national copier dealer or conglomerate. The benefits of such an acquisition include the consolidation of real estate, direct access to understanding print at the end-user level, provide direct access to the dealer's customer base and the ability to offer print equipment and services to all their other customers.

I predict Office Depot will acquire

a large imaging channel dealer or conglomerate in the next year or two.

So, Office Depot has the capability to disrupt the status quo of the imaging channel. Which means Staples does too. No one has a crystal ball, but we have the responsibility to explore the future through imagination.

## So is There Help?

TEASRA, The Innovation Channel was born to help vendors and resellers innovate themselves and their end-users in these disruptive times. We held our first Innovation Summit in September, 2018 where we explored the unknown and looked for ways to integrate and collaborate our deliverables.

TEASRA is determined to help those who want to expand into new opportunities and quickly prepare themselves for disruption. The disruption I refer to will not be caused by end-users going paperless. The imaging channel has been sidetracked far too long on the paperless argument and ignored the real threat: a complete change to the delivery and service model.

All technology reselling organizations and their manufacturers must collaborate and continuously imagine the way things should be rather than focus on the way things currently are. That's why TEASRA is here. ■

Contact TEASRA online at [www.teasra.com](http://www.teasra.com)

# Proactively Providing a

*Laura Heywood*





# Voice



When the United Kingdom Cartridge Remanufacturers Association (UKCRA) was formed in 1994, it was an association that met regularly, sharing information followed by refreshments and networking. It was friendly and very dedicated to the industry it helped to create.

Twenty-five years later, there have been many changes within the cartridge remanufacturing industry, but UKCRA's premise has remained the same—to provide printer users with proven high quality products, through its members, that are cost effective, environmentally-friendly alternatives to imported toner cartridges.

The low-carbon, green economy has taken on a greater significance than ever before with many countries striving for a carbon-neutral economy, including the U.K., which has set their target for 2028.

In Europe alone 370 million inkjet cartridges are purchased with only 13 percent of them channelled for reuse. Of those, 75 percent have been successfully reused. At the same time, 135 million toner cartridges are purchased with only 25 percent being collected for reuse, 82 percent successfully.

Two-thirds of reuse companies practice the most rigorous form of reuse that is known as "remanufacturing." When we look back on UKCRA's achievements over the years, they are quite remarkable.

In 2009, UKCRA commissioned Dr. M. Gell, a consultant for The Department for Environment, Food & Rural Affairs (DEFRA) and the Carbon Disclosure Project to undertake a study on the "Carbon Footprint & Ecodesign of Toner Printer Cartridges," proving without a doubt the best environmental option was reuse over recycling. The study was published the same year, and to this day it has never been challenged.

There is room for many more cartridges to be reused/remanufactured and UKCRA

has been at the vanguard internationally to promote remanufacturing.

One of UKCRA's key objectives is to "institute and support positive legislation and other measures in the interest of cartridge users."

In 2000, UKCRA approached a member of the European Parliament, Chris Davies, during the development of the WEEE Directive, and educated him about the difficulty remanufacturers were having due to printer cartridges design features that precluded printers from accepting cartridges that had been reused.

As a result, an 11th-hour decision saw an Article 4 inclusion in the WEEE Directive that required products (printers) to be designed so that they could be reused. Even though printer cartridges were provided as the example, it wasn't until the review of the WEEE2 Regulations in 2013 that they were finally included in the recast WEEE Directive.

In the review, UKCRA and others urged the inclusion of printer cartridges would provide a positive impact in terms of the directive's broader economic impact and environmental benefits.

Article 4 has since taken on such significance that the European Commission recently submitted its final report on the "Study on the implementation of product design requirements set out in Article 4 of the WEEE Directive—The case of reusability of printer cartridges."

Commencing in 2011, UKCRA participated as a stakeholder in numerous conference calls as well as two face-to-face meetings hosted by the Environment Protection Agency (EPA) in Washington DC and San Francisco towards the finalisation of the standard. The participants included OEMs (printer and cartridge manufacturers), industry advocates, environmental, educational and government

sectors over two years. It resulted in the development of the IEEE 1680.2 Standard for Imaging Equipment Electronic Product Environmental Assessment Tool (EPEAT family of standards).

Again, at the 11th-hour, it was agreed by the EPA (Environment Protection Agency) and EPEAT to include consumables in the standard. UKCRA signed up and then joined Vincent van Dijk of ETIRA (European Toner and Inkjet Remanufacturing Association) and Tricia Judge of the Int'l ITC (International Imaging Technology Council) to participate as a collective team. UKCRA's participation included Laura Heywood, Kleen Strike (UK) Ltd., a toner cartridge remanufacturer; Skip London and Bill Huggins from Static Control, a component manufacturer and supplier to remanufacturers. UKCRA also commissioned a carbon expert as a member of the team. In the concluding comments, the chairman commented, "the process and 1680.2 standard has benefited greatly from your participation."

This standard is now part of the EPEAT (Electronic Product Environmental Assessment Tool) family of standards. This environmental assessment of imaging equipment consultation provides a clear set of performance criteria for the design of electronic products and to reduce the environmental impact of electronic products. Thanks to the collective team effort, it also included the criterion that the product (printer) must be able to function with a non-OEM cartridge, and that a used cartridge or container must be able to be recycled and reused. In other words, it must be able to be both. Our participation also included criteria regarding the availability of spare parts and the third party right to repair.

Concerns were raised in 2016 following firmware printer updates that caused aftermarket cartridges to stop working in a number of printers. UKCRA approached the

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◀ Keith Moss, past UKCRA Chairman and Laura Heywood

▼ Heywood with Parliament Member (MP) Simon Danzduk taken at the launch of the UK Government's Triple Win Report on Remanufacturing



▲ Member of European Parliament Chris Davies and MP Paul Rowan in 2000 met to discuss anti-reuse devices with Heywood



► An EPEAT standard-setting meeting with Bill Huggins of SCC, Heywood, Int'l ITC's Tricia Judge and ETIRA's Vincent van Dijk in Washington, DC.



Green Electronics Council (GEC) regarding the printers affected that were EPEAT registered seeking clarification.

As well as the WEEE Directive and the IEEE1680.2 standard achievements, UKCRA participated in remanufacturing workshops involving all UK remanufacturing sectors in relation to the barriers and advantages of remanufacturing. Following the workshops, UKCRA was invited to Westminster Palace in December 2014 for the launch of the "Triple Win: The Economic, Social and Environmental Case for Remanufacturing" Government report. UKCRA was also invited to participate at the follow-up "Remanufacturing Conference" at Portcullis House in Westminster along with the presence of OEMs. Key issues that were raised in the report were identified, and the waste and manufacturing sectors discussed what further policy and industry

changes were needed to support the UK remanufacturing industry.

UKCRA submitted a position paper in 2015 on behalf of the remanufacturing Industry regarding the "EU's Circular Economy Strategy Consultation."

Also in 2015, UKCRA offered the "WEEE2 Guide for UK Cartridge Remanufacturers" outlining what will be required in order to be compliant. It was a useful tool for understanding the UK regulations that were to come into effect in January 2016 and give practical information to understand the obligations in order to be compliant.

UKCRA has had a continuing, totally transparent dialogue through the years with the UK Environment Agency that resulted in England, Wales and Northern Ireland having an exemption to waste management licensing.

UKCRA has also raised concerns in conferences and meetings with UK government representatives urging government and corporates to include a percentage of "reuse" products in their tenders.

Even in printer contracts where consumables are included, it is important for governments to lead by example and to stipulate that all—or at least a percentage—of the consumables used in their printers must be remanufactured or reused.

Trade associations sit at the heart of each and every industry and are seen as the official voice of their sector. For an association to succeed, it is important to undertake specific projects that will benefit the industry as a whole. For the past 25 years, UKCRA has successfully focused on that objective. ■









# Targeting *Latin* America

—Guía del Reciclador's Gustavo Molinatti examines the possibilities

*David Gibbons*

The three most important markets in Latin America for imaging supplies are still Brazil, Mexico and Argentina, with the latter going through some economic difficulties that may be temporarily distorting some of their consumption values. So says Gustavo Molinatti who hails from Buenos Aires, Argentina. "Colombia and Peru complete the top five markets in the region," he adds.

Molinatti should know. He has been publishing the industry journal, *Guía del Reciclador*, since November, 2002 and has run 25 events in eight cities in different countries of Latin America during that time to bolster the maturing industry. "I began to investigate the growth of the aftermarket industry in Latin America in the middle of 2002, and this magazine was the first in Spanish with free distribution throughout Latin America," he explains. Two years later, in 2004, he launched a dedicated, Portuguese edition exclusively for Brazil.

Molinatti reflects on the amount of time, travel and finance he needed to invest to make it all work. "It's been an amazing 17 years," Molinatti says. It obviously



▲ The first edition of *Guía del Recicladador* is launched at the magazine's booth in November 2002.

fills him with a sense of pride given the legacy he has established across Latin America. "If I have to choose only one achievement," he said, "I believe it was pulling together the LATAM aftermarket industry through an independent and reliable media of information and training." According to Molinatti, the magazine was the communication channel, but the 25 trade shows and conferences held throughout the region allowed him face-to-face networking and interaction across the full spectrum of Latin American companies, from the smallest to the largest. "At the time, we were the first and only ones to create a meeting point and to encourage the fragmented industry that still had no reference point." These events not only provided a place to conduct business, but also facilitated technical and commercial training.

Molinatti was born in San Isidro, a town to the north of Buenos Aires, Argentina. He believes he was fortunate to have grown up and completed his schooling and university studies in "such a privileged place," he reminisces. "I have

a curious mixture of blood, with paternal roots from northern Italy and maternal roots from Russia and Romania." He holds a degree in architecture from the University of Buenos Aires, which is a profession he continues to enjoy and practice. "As an architect, I conducted historical research for the University of Buenos Aires and for the United Nations.

### Facing the Challenges

From his point of view, the biggest challenge facing the industry is how to increase business in higher and more profitable segments (small-medium-business or SMB and beyond). Molinatti has observed that the aftermarket usually does business in lower market segments governed by price and lack of commitment to quality. "In order for growth to be possible," he suggests, "the industry must mature by increasing its standards of service and product quality." He says players must compete as equals with those companies that possess greater infrastructure and experience in

these business areas. "This is possibly the biggest challenge globally alongside other threats such as technological barriers and IP demands. As we all know, the aftermarket has always demonstrated the ability to adapt and overcome them."

Molinatti shares an unexpected position, "Customers are not interested in buying cartridges. They just want to print!" He explains the end user is simply looking for an efficient solution at a reasonable price. "If, as an industry, we only focus on how to sell more cartridges, we will definitely be heading in the wrong direction." He claims that for the imaging supplies industry to grow and thrive, its players need to adapt quickly to the changing market conditions by adding strategies that will allow them to prosper healthily.

He says Latin American companies need to create alliances that will allow them to change and improve their business model from the traditional, transactional model to a contractual model that adds benefits and offers services. "We need to provide information and training, and promote commercial partnerships with suppliers if we are going to have a future."

It is for this reason he has welcomed an



▲ Conference & Trade Show in Bogotá, Colombia: 25 trade shows and conferences across LATAM in 17 years have provided the full Latin American industry with face-to-face networking and interaction.



► Molinatti's parents and brother are also architects. Pictured with his mother, Molinatti is working on a secondary and tertiary school 2019 project in Buenos Aires.



▲ MPS Conference & Training in Porto Alegre, Brazil: Guía del Reciclador was the first aftermarket magazine in LATAM to deliver MPS training.

alliance between Guía del Reciclador and RT Media.

### State of the Market

Latin America is often seen as a large, unique region. Some believe it is like one giant nation made up of provinces or states (rather than countries). “The truth is LATAM is a huge continent with many countries. They all have market differences,” Molinatti said. “It would be a mistake to think because you know one, you know them all. It’s simply not the case.”

He points out that the misperception comes from having the Spanish language in common (which is not entirely true given Brazil and many other small countries in the Caribbean have other national languages). The OEM market share varies from country to country.

He reminds me that Brazil, Mexico and Argentina are the three most important markets with Colombia and Peru completing the top five markets.

When you consider the entire continent, HP continues to lead—even moreso now having purchased Samsung’s printing business—exceeding 50 percent market share. According to Molinatti, when you add Canon, Epson, Xerox and Brother, that makes up more than 85 percent of the OEM market. As for the aftermarket’s market share, Molinatti says there are no official regional figures, but many consultants state it has 30 percent of the monochromatic market and less than five percent of color.

As in other places, the expansion of inkjet in the office environment has been powered by new page-wide technology and the advent of super tanks. This has

changed printing in the office and Molinatti believes it is offering new opportunities to aftermarket companies with a rebirth in inkjet.

In adjacent markets, the steady adoption of MPS reflects the transition path towards a contractual business model. There are also some interesting growth opportunities in higher market segments. In order to succeed, Molinatti says the industry must identify the tools, services, products and strategic alliances that may allow them to increase their SMB market share.

Static Control Components, Future Graphics and UniNet Imaging are the three distributors that have had a strong relationship with the entire LATAM aftermarket over the last 15 years. Molinatti has noticed that each has organized their own local and regional distribution network and built loyal

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- If he had to choose only one achievement, Molinatti believes it was pulling together the LATAM aftermarket industry through an independent and reliable media of information and training.



- ▲ Conference & Show Room in Lima, Perú: these events provided a place to conduct business and also facilitated technical and commercial training.

- Open discussion allows industry members to discuss topics that are part of the aftermarket's future.



customers by delivering quality supplies, customer support, training and media support. "There are many other distributors that have a successful track record, but without any doubt those three companies are the ones that had the major relevance in this period."

#### Alliance with RT Media

The work done by Guía del Reciclador in Latin America has always been isolated from other magazines and was developed at a local or regional scale, supporting specific needs and only received commercial support from distributors related to the region. According to Molinatti, teaming up with RT Media

could deliver unprecedented results for the aftermarket LATAM industry, by shortening distances, integrating the different global market parties, expanding the products and services portfolio and helping in communication. "It's an opportunity for each party, supplier and distributor to identify and cooperate on current and future common interests," he said. The focus of both media has always been to highlight achievements and educate, inform and nurture the industry, particularly as it embraces maturity, change and new business models. "This union will achieve this mission much more efficiently and effectively than what RT Media and Guía del Reciclador could

individually achieve," he said.

Following many years of independent work, Molinatti says he is excited to team up with RT Media. "It will allow me to focus even more on the aftermarket companies and continue promoting that 'meeting point' for the industry. Unifying the work that each has been successfully doing during many years and taking advantage of our market knowledge will build us faster and stronger results," he said.

RT Media and Guía del Reciclador will cooperate in weekly eNewsletters, a quarterly Spanish magazine and trade events in various cities around Latin America commencing in 2019. ■



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# IN MY VIEW

What is the value of your trade association?



**South Africa**

**Patrick Naude**  
CMYK Industries

I strongly believe in trade associations or regulatory councils for different market segments. Within these associations, its members can give positive / negative feedback on the state of the industry at hand, allowing that association to focus on becoming better in its services and product offerings.

Active members of an association will generally discuss the pros and cons impacting the industry and make suggestions on how to make a better environment for the industry to flourish. Our remanufacturing industry has been tarnished in the past, with fly-by-night companies that offer cheaper, poorer quality alternatives. This hurts more experienced remanufacturers out there.

Having an association also brings accountability. An active “watchdog” role will make fly-by-night companies wary of offering low-grade products to customers. In my view, there is a need for an association in Southern Africa. We have the numbers to support it. They should join, not so much for profit but to establish a base for quality control. It can educate newcomers and ensure they sell good products. Product should contain a sticker / membership number, and this will give end users a greater peace of mind about the good quality of the product.



## Key Findings of the Study

- Those who print at work expect their print volumes to stay fairly steady—declining about 1.5 percent over the next three years.

- Emails and documents requiring a signature are printed by the highest percentages of respondents as well as at the greatest frequency.

- Required printing makes up 59 percent of respondents’ print volume, with the remainder being optional—which is very similar to our 2016 survey results.

- Office printing is most often described as required by our respondents for record keeping, signing documents, or giving to someone inside the organization.

- Consistent with last year’s survey results, the top reason for optional print is by far a preference for reviewing or editing on paper.

- Optional print is becoming a greater share of overall printing; we believe it may reflect that business process automation is mainly impacting required print.

- The largest companies are the most likely to have taken steps to simplify, remove, or automate document related business operations or processes (68 percent).

## Where Print Persists

Those who print from work expect their print volumes to stay fairly steady—declining about 1.5 percent over the next three years.

Keypoint Intelligence asked respondents about the share of their office printing that is optional versus required. Required print was defined as hardcopy documents that are usually part of a business process, such as forms that need to be filled out or contracts that require a signature. Optional print was defined as documents (e.g., emails, reports) that are not necessarily required for you to print, however you like to print these documents because you prefer to read or use them in hardcopy form. Required printing makes up 59 percent of respondents’ print volume, with the remainder being optional. This is very similar to survey results from 2016, where required print represented 56 percent of print volume.

## Required Print

Office printing is most often described as required by our respondents for record keeping, signing documents, or giving to someone inside the organization. This is generally true across age and company size categories, though it is worth noting that the smallest of companies (1-9 employees) are most likely to attribute

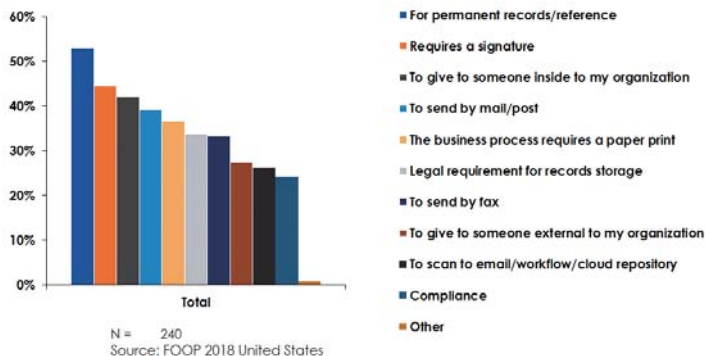


# Future Print

Christine Dunne  
InfoTrends' Office Technology and Services Group

## Reasons for Required Printing for Work

Q14: For all of your required printing for work, can you tell us why you print? Please select all that apply.



required printing to business processes requiring a paper print (52% of these companies compared to 37% overall). Indeed, small businesses are often less likely to have software in place that replaces paper-based workflows.

The findings above allude to the greatest threat to required print, namely business process automation. When processes are automated, print tends to be dropped from the equation. Adoption of e-signatures has been slow, but increased awareness of their legality and security features can help drive adoption going forward. In addition, legal requirements for records storage are gradually moving from hardcopy to digital-focused. The survey results

suggest that organizational changes are most often driving business process automation, as opposed to individual changes to workflow.

### Optional Print

As mentioned above, for this survey optional print was defined as documents (e.g., emails, reports) that are not necessarily required for you to print, however for optional reasons. The survey indicated that optional print makes up approximately 41 percent of total print volume. Consistent with last year's survey results, the top reason for optional print is by far a preference for reviewing or editing on paper. The age of the respondent has little impact on

## IN MY VIEW

What is the value of your trade association?



Japan

Iemori Kanetoyo  
Sunwise Information  
Corporation

At present, most trade information is mainly provided by Japan External Trade Organization (viz. JETRO). Although our company is not a member of JETRO, we often use JETRO's library at Minato-ku Tokyo, Japan to inquire about various trade information related to office machines and consumables, such as tariffs for second hand copiers and toner cartridges as well as the company profile of those importing Chinese products. This trade information is very helpful for our related work of imaging industry. The China Council for the Promotion of International Trade (CCPIT) is a Chinese trade association institution with a branch office at Minato-ku Tokyo. The scale of trade between Japan and China is huge, and the two countries share a common view on the importance of maintaining free trade. As a private company related to trade information, we hope JETRO and CCPIT can provide more real-time trade information to promote the growth of trade between Japan and China.



Poland

Przemek Kowalski  
Tech Hub Innovation

Trade associations, as entities acting in the interest of entrepreneurs are, by definition, founded to support the effective operation of companies on the market. One of their key tasks is to influence a course of legislative work to achieve a measurable effect in the form of favorable industry solutions. This is called "lobbying."

Unfortunately, the word "lobbying" is still perceived in a negative context in Poland, largely due to the significant number of corruption scandals over the last 30 years that has hindered the work of those organizations wishing to act transparently. One of the main challenges in the consumables business is the compliance of the offered products with the applicable law. There is no doubt that there is a gap because companies usually take action individually which significantly weakens their position and generates significant costs.

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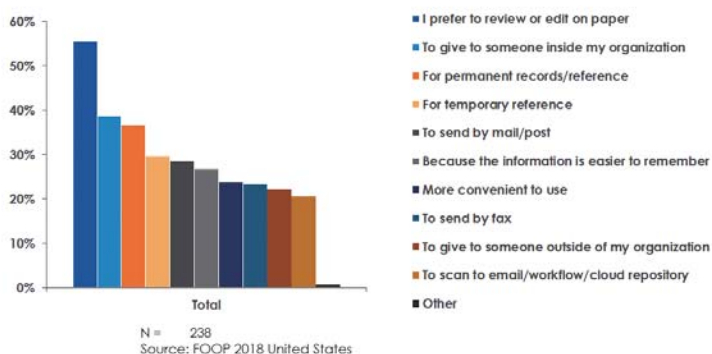
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ljackson@asaypub.com



## Reasons for Optional Printing for Work

Q13: For all of your optional printing for work, can you tell us why you print? Please select all that apply



the key driver or optional print. The fact that many young people are still printing because they prefer to is a good sign for print's future.

### Why Some People Do Not Print

One of the first survey questions asked respondents was whether they print any documents at their place of work. Among office workers who handle or use documents that could be printed, 23% of potential respondents were terminated from the survey because they indicated that they don't print at all. However, they were asked one final question before they were terminated from the survey. That question was, "You've indicated that you do not print

work-related documents at all. Please tell us why" The results are below.

### InfoTrends' Opinion

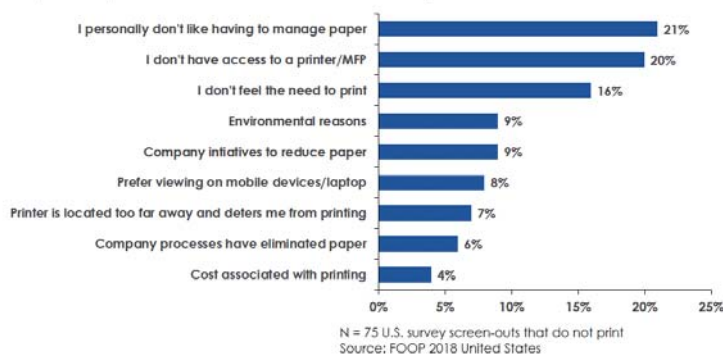
Workers are still relying heavily on paper and print for day-to-day business tasks. Many still need or prefer hardcopy documents for jobs like record keeping, signing documents, and editing documents. These individuals most commonly work within small businesses, as these entities are least likely to have business process automation initiatives in place (often due to cost reasons). They span all age groups, as even the youngest of workers are showing an equal affinity for print when compared with older workers.



Workers expect their print volumes to decline minimally over the next several years, though only time will tell the extent to which business process initiatives chip away at print. A growing focus will be placed on optional printing, as print will increasingly result from preferences as opposed to company-established processes. Print industry players should continue to capitalize on paper-based processes while finding ways they can support business process optimization when customer interest exists. Furthermore, they should help foster the increasing focus on optional print through research and case studies that showcase its benefits. ■

## Why People Don't Print Any Work-Related Documents

Q0: You've indicated that you do not print work related documents at all. Please tell us why.



Christine Dunne is a Consultant for InfoTrends' Office Technology and Services Group. Her responsibilities include responding to client inquiries, conducting market research and analysis, and providing coverage of industry events.

For more information about the full research set from the Future of Office Print 2018 as well as the same research conducted in the European market, please email: [donna.omalley@keypointintelligence.com](mailto:donna.omalley@keypointintelligence.com) or go to the website: [www.keypointintelligence.com](http://www.keypointintelligence.com)



# RT Global



1

## RT Imaging Expo—EMEA 2019

APR 16-18 Accra · Ghana

APR 21 Cairo · Egypt



2

## RT Imaging Expo—Americas 2019

JUN 11 Mexico City · Mexico

JUN 13-14 Bogota · Colombia



3

## Business-

MAY 15-17

Moscow



To exhibit, please contact: Victoria Zhao

✉ Victoria.Zhao@RTMworld.com ☎ +86-756-3919263

For media cooperation, please contact:

✉ Cecile.Zheng@RTMworld.com



# Events 2019



ai · China

Inform 2019

7

Russia

4

**RemaxWorld Summit 2019**

OCT 16

**RemaxWorld Expo 2019**

OCT 17-19

**iPrint 3D Expo 2019**

OCT 17-19

Zhuhai · China



5

**Indian Recharger Xpo 2019**

MAR 7-9

Mumbai · India

**Imaging Solutions India Expo 2019**

NOV New Delhi · India



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+86-756-3959284

RT MEDIA

[www.RTMworld.com/2d](http://www.RTMworld.com/2d)




A satellite night view of North America, showing the United States, Canada, and Mexico. The landmasses are outlined by a dense network of yellow and white lights representing cities and urban areas. The surrounding oceans are dark blue. The title text is overlaid on the right side of the image.

# Th Stat the

The International Image  
North American Cartri  
Trade Association





# e e of Union

g Imaging Technology Council's Report on the  
dge Remanufacturing Industry and its

It's been yet another tough year as a member of the North American cartridge remanufacturing industry, but a robust one for imaging supplies dealers overall. That's why membership in the International Imaging Technology Council (Int'l ITC) is more important than ever, so the challenges and opportunities can be worked on together.

For more than 20 years, the Int'l ITC has built a reputation for providing its members with accurate and timely information. From ongoing interviews with National Public Radio to the briefs filed with the U.S. Supreme Court, Int'l ITC has given the cartridge remanufacturing industry a voice.

But we've also listened. In 2018, for the first time ever and working with Actionable Intelligence, the Int'l ITC did an in-depth survey of the aftermarket. There are less North American cartridge remanufacturers than ever before, however the ones that remain are, often, thriving.

There are many indications of the strength of the North American imaging supplies industry. One is money. Several key industry members have sought strategic financial partners for help in building or rebuilding, and their calls have been swiftly answered. (The money is not coming from Beijing either.)

When seeking to make financial investments in the industry, the Int'l ITC is often called to give information about industry, and its members, positions. And the Int'l ITC has been called upon to do that more in the past 18 months than in any other period in its history.

The Int'l ITC now has a roadmap to help them continue to thrive and be an attractive place to invest, driven by strong communication and a network of outside





international exhibition

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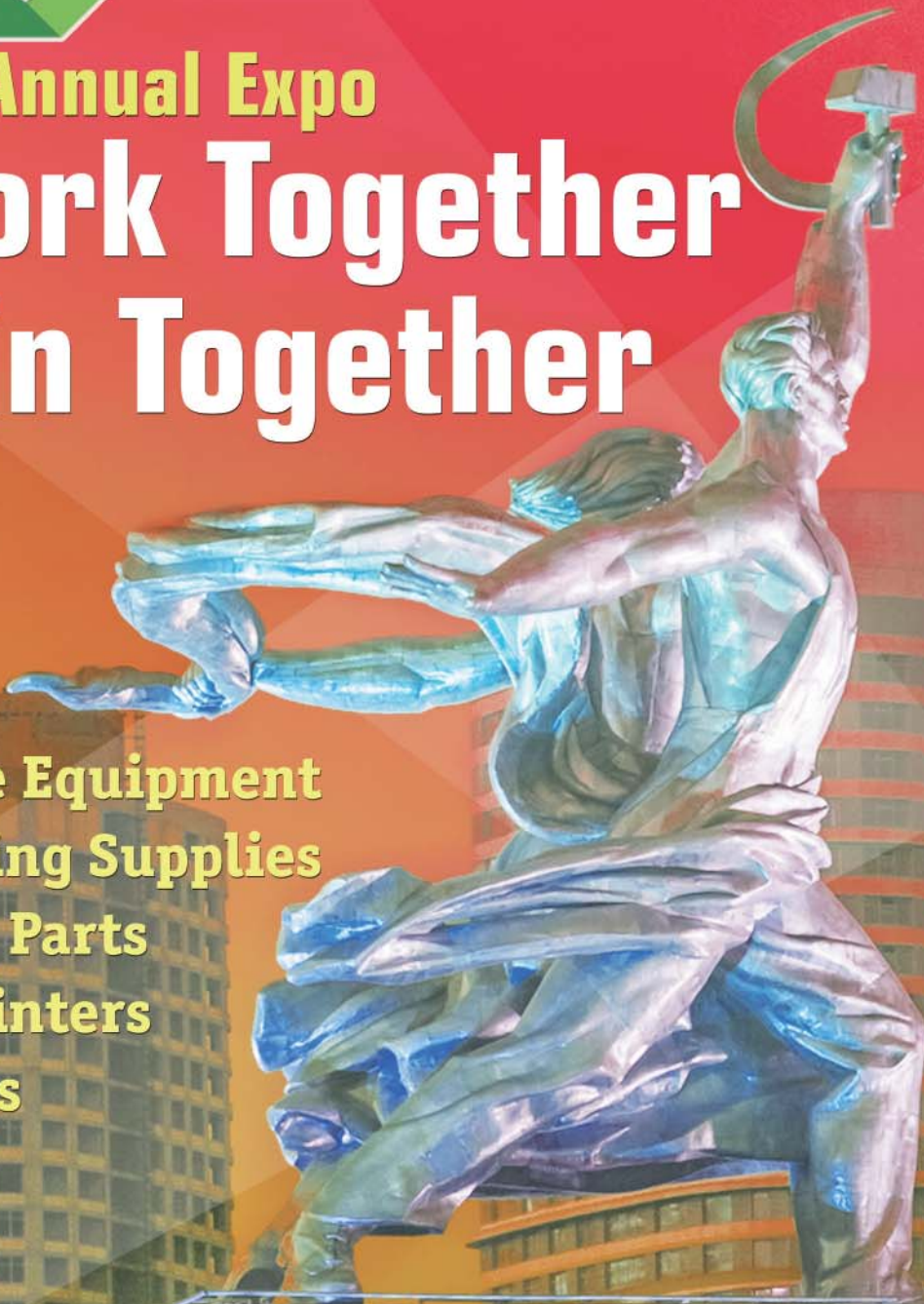
**Moscow**

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**Hall A**

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“friends” in the government, academics and private sector. The Internet, for example, will be monitored routinely for dubious cartridge sellers and infringing cartridges. And the OEMs, as Epson proved last month, are willing to strike out against illegitimate sellers on that platform.

So much of the news that affects our marketplace is coming out of China. The Chinese are manufacturing more and more new-build cartridges. Ninestar broke ground in October on an “intelligent manufacturing project for laser printers,” an industrial park that measures 9,687,520 square feet, roughly the equivalent of 170 football fields.

The meteoric rise of the Chinese cartridge industry eventually must and will slow. And just as the North American industry before it, it will consolidate and downsize in numbers. The development of the Asian marketplace is one to be carefully monitored. Luckily, with the Int'l ITC's partnership with RT Media Group, this is happening.

Since the partnership began in 2016, RT Media has provided us with an excellent communications' platform in its RT ImagingWorld magazine, as well as its online news programs. This has given Int'l ITC an outstanding new membership benefits in its award-winning publication, and has allowed ITC members to take part in major international events, like the global showing of “the Great Debate: Reman versus New-builds” at the global Summit in Zhuhai in October. The debate, seen by several hundred in attendance, was broadcast via Facebook around the globe and has been watched by more than 1,000 people.

Int'l ITC's partnership with RT Media allows it to provide relevant stories from the U.S. and Canada, but also gives it access to read about industry news and stories from China, India, South Africa and all corners of the globe. And it has alternatively provided access to these marketplaces. Times are changing here and over there, and they are changing fast.

◀ In Zhuhai, Team Reman showed its colors before its big debate against new-built cartridges. Pro-remanufacturers are Volker Kappius, Tricia Judge, Zoltan Matyas and Merritt Blakeslee.

From the unique vantage point provided to the Int'l ITC and RT Media, all frontiers are under surveillance.

All this has led to an interesting year. What has happened? A lot.

The Int'l ITC keeps the OEMs, the Chinese manufacturers and Internet sellers honest.

Recent reports from Germany and the European Toner and Inkjet Remanufacturers Association have found unacceptable levels of the flame retardant decabromodiphenyl ether (DecaBDE) in some Chinese-made new-built cartridges. Although Static Control recently stated that it has remedied that problem in its cartridges, more DecaBDE has been found in cartridges from other manufacturers. More will undoubtedly be forthcoming on this matter as the Int'l ITC and others scrutinize the findings further.

From responding to bogus quality and environmental claims to defending legitimate aftermarket products to customs officials, the Int'l ITC has helped keep public opinion about remanufactured cartridges positive. Moreover, it has worked with the OEMs and the major Internet sellers to keep illicit products out of the hands of consumers.

Int'l ITC administers the Standardized Testing Methods Committee (STMC)



# Certified Quality



## Benefits of Certification

### Seal of Approval for Cartridges

STMC certification proves that the company certified uses the highest industry-approved standards in manufacturing its cartridges. The STMC logo means that the cartridge in the box has been remanufactured by a company that cares about quality.

STMC stands for the Standardized Test Methods Committee. This global committee formed to find and promote standardized test methods for the printer cartridge industry.

For twenty years, the International Imaging Technology Council has evaluated and monitored the STMC program, fighting for those who use it proudly and against those who misuse it.

Customers demand STMC. Join the hundreds of STMC-certified companies that these customers want to buy from. Get certified today. Contact [katie@i-itc.org](mailto:katie@i-itc.org) for more information.





▲ From discussions about the dongle gear in Cancun, Mexico to debating remanufactured vs. new-built cartridges in Zhuhai, China, the Int'l ITC was representing its members in all the main events in 2018.

certification program. Int'l ITC administers the quality testing program that sets apart legitimate remanufacturers from drill-and-fill internet exploiters. In the U.S., China and around the globe, this is seen as a definitive stamp of a quality cartridge.

STMC must now grow and change with the times as well. Under the direction of newly-minted STMC Chairman Mike Josiah (see the 5 Questions interview with Mike Josiah on page 50), the committee hopes to reinvigorate and find new methods to employ. Standardized tests for ink jet and color are both available, and could soon be reduced to a new testing protocol. STMC is the cartridge sales of quality, and it will become more important than ever as more cartridges employ “workarounds” or other fixes to patent challenges and technological impediments.

Reman Day! As a founding member of the Council that brought this day to life, Int'l ITC enthusiastically aided its members that took part. And those that did saw consumers and business customers respond to the event. It was the first time ever that the remanufacturing industries, from airplanes to inkjet cartridges, came together to promote their members and products. John Deere, the heavy equipment behemoth, led the way with events hosted around the globe. The automotive sector had events from coast to coast, and in faraway lands like Romania.

The cartridge clan boasted events from Brooklyn to Cairo. It isn't just a day to wave a flag. Beneath the fanfare is a real

coalition of associations, including the Int'l ITC, that is pushing both public and private sector to buy more remanufactured products, and putting real qualitative science behind those efforts.

What if John Deere, Boeing and Ford's offices decided to BUY more remanufactured products in addition to selling the ones they produce? That's



▲ Some of the ladies of the Int'l ITC showed up at ITEX 2018, including RTC's Katie Bandle, ITC's Tricia Judge, Liberty Laser's Mindy Smith, Clover's Sarah Henderson and Liberty Laser's Shelly Eastman.

more than a half million people! This year, Reman Day will be an even bigger event, as the gathering of remanufacturers in Rochester that drive the event, held last September, was twice the size of the same event in 2017. The event, and remanufacturing as a sales concept, has momentum.

In 2019, Reman Day is April 11. Mark your calendar NOW (and see the article on page 10 in this issue) and start preparing

for your event today!

But we could do more! A strong Int'l ITC creates more opportunities for its members. Because of Reman Day and its council, we are working closely with several other remanufacturing associations, and looking for ways to capitalize on our joint efforts in the areas of advocacy, social media and even meetings.

We have more on the agenda for 2019. We hope to once again be able to hold a regional meeting or two to set goals for the future. We plan on working with our sister associations to capitalize on their programs, and look for more ways to grow our programs and our membership.

What can the Int'l ITC do for you? Let us know at [tricia@i-ipc.org](mailto:tricia@i-ipc.org). ■

*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](mailto:tricia@i-ipc.org)>*





## Volker Kappius

# DKWU: a new network of German printer cartridge remanufacturers

You may be surprised to learn the remanufacturing industry for printer cartridges is still unknown to a lot of companies and people. In Europe, it is estimated that 40 percent of all cartridge users do not know there is an environmentally-friendly and quality alternative to the OEM cartridges available.

The marketing of the reman industry is still very much an “in-house” activity. It’s still a big secret and only occurs within the industry itself. Outside of the industry, it is mainly to cartridge dealers and certain other cartridge sales channels. End users, consumers and people responsible for output management and sustainability in the corporate sector have little-to-no knowledge of the legitimate “green” cartridge remanufacturing industry.

This triggered Delacamp, celebrating its 140th anniversary this year, to start the DKWU network ([www.dkwu-info.de](http://www.dkwu-info.de)). DKWU is the network of German printer cartridge remanufacturers. This network of companies is now promoting the remanufacturing industry to a broader public and the European Union (EU) authorities as well as to people within the industry. DKWU’s pillars for promoting the cartridge remanufacturing industry include:

- a website introducing genuine cartridge remanufacturing,
- visiting large corporations and promoting cartridge remanufacturing,
- a social media channel providing information on the topic,



- advertising the network and remanufacturing in magazines,
- articles in magazines, and
- lobbying, as a stakeholder, in the circular economy at the EU commission level.

DKWU stays in close contact to the European Toner and Inkjet Remanufacturers Association (ETIRA) in order to coordinate the industry efforts in Brussels.

Some of the demands of DKWU on the EU commission level include:

- issuing a mandate to the strict adherence to the waste hierarchy in Article 4 of Directive 2008/98/EC: Re-Use before Recycling;
- insisting a clearly visible paragraph on freedom of choice and the hierarchy of waste in all office imaging equipment owner’s manuals;
- setting a target date to require all office imaging consumables that are placed on the market to be 100 percent suitable for reuse: in effect, to establish a ban on single-use plastic cartridges;
- establishing an open empty

cartridge collection system (no collection by imaging equipment manufacturers only);

- ensuring an open repair/refurbishing market for office imaging devices and their consumables including access to all documentation and SW/FW as well as spare parts needed for the repair/refurbishing of the equipment and their cartridges;

- issuing a clear mandate to all imaging equipment manufacturers to accept remanufactured products

into their equipment and to place a ban on contracts that forbid the use of third party, remanufactured consumables;

- Introduce legal challenges to patent applications to prevent patents being granted that hinder the repair/refurbishing of cartridges;

- conducting investigations and corrective actions if imported products do not comply with relevant regulations such as WEEE and REACH/CLP.

As a network, DKWU is much more flexible than any other industry organization. There is no membership fee and no budget. If all members agree on a certain initiative, like an advertisement in a magazine for example, the cost is simply split equally among the members. Membership to the DKWU network is limited to companies that are active in the office imaging equipment remanufacturing industry and headquartered in Germany. ■

*For more information, go to the website [www.dkwu-info.de](http://www.dkwu-info.de) or contact Volker Kappius at Delacamp on [vkappius@delacamp.com](mailto:vkappius@delacamp.com)*



## Indian Industry Launches New Association

RT Media's David Gibbons was a former Executive Officer of ACRA, the cartridge remanufacturers' association based in Australia and New Zealand for a number of years. Gibbons was interested to learn of an initiative to start a new trade association in India. He spoke to Swapan Roy about a "much needed trade association", called Imaging Solutions Association of India (ISAI) that was announced at in New Delhi in November 2018.



### Why is there a need to start ISAI?

Yes, ISAI is a 'much needed imaging industry trade association' launched with the intention to effectively influence government policy and address industry issues and difficulties. As an important part of the imaging industry, we believed it is our moral and professional responsibility to take this initiative and play our part to bring the spirit of organization into the industry. We want to deal with the industry issues at both the domestic as well as international level.



### How is ISAI different to other industry associations in India?

There are other imaging industry associations functioning in India, but due to the different needs of the imaging industry, we thought a bigger association with wider goals is needed to complement and support the efforts of the already existing associations. We want to motivate them and take the initiatives to a higher level. ISAI is founded in partnership with TEMA and CMAI, which are already well-established associations with over 25 years of presence in the industry and have strong connections with the government bodies and other entities.

### What are the objectives and goals of this new association?

ISAI is being set up to promote, promulgate and popularize the concept of imaging as a mode of doing business across the industry verticals. The association aims to work closely with different stakeholders in the imaging industry on the issues related to government policies. We want to negotiate support that will favor the industry in such a way that its performance and efficiency will be enhanced and to ensure its smooth functioning. The ISAI's goal is to act as a catalyst in increasing efficiency, bringing about consensus, networking, partnership, encouraging entrepreneurship, develop skills through professional training and governance.

### What is your target membership? Can others outside of India be a part of it if they are interested in the Indian market?

We have just started working hard to spread the presence of ISAI across India in order to enlist as many members as possible. Of course we want imaging players from foreign countries to join ISAI as members too. We want to sign MoUs with foreign associations and map out how we can work together in a way that is mutually beneficial. An important part of our strategy is to give our best possible assistance to foreign entrepreneurs who want to set up imaging-related industries in India.



### What do you expect to achieve in the first year?

Our first objective is to spread our presence across India, enlist as many members as possible, link up with existing imaging industry associations and "chalk out" a plan to encourage new initiatives, ideas, programs, etc.

### What influence do you already have, and what do you expect to receive from government?

The associations, TEMA and CMAI, with whom we have close links, have established links with government bodies and other industry organizations. By working closely with such established associations we want to strengthen the spirit of organization of the imaging industry. In the coming years, we want to create a level playing ecosystem where the issues related to the imaging industry can be effectively addressed to ensure the growth and performance of the industry and where industry players can operate confidently.

Swapan Roy can be contacted by phone +91-098-1134-6846 or email royncn@gmail.com

# 5 QUESTIONS

## Mike Josiah

*The new Standardized Testing Methods Committee (STMC) Chairman and Technical Director at Uninet shares why there's never a dull moment in this industry*

### Why did you pick the imaging supplies industry in which to employ your technical skills?

It was not intended. I joined the original owner of Chenesko Products in an electronic instrument company based out of his home. We started printing our own catalogs on a modified CX printer (Postscript) and found the cost of the cartridge was very high. We did some research, found a source for toner, started remanufacturing the cartridges and never looked back!

### Congratulations on your STMC Chairmanship! What would you like to do in that role?

Thank you! I'd like to continue to promote STMC standardized testing through education and training. Since its inception, the STMC has been a quality leader in testing for the industry and I want that to continue. While I have always been proud to be one of the original certified trainers for the STMC, I'm deeply honored to take over as chairman. I know I have some big shoes to fill and I look forward to helping the STMC have continued growth, and expand the use of the STMC guidelines throughout the industry.

### What are your current concerns about quality?

The quality of aftermarket supplies for remanufacturing these days is so far

ahead of where it was even just a few years ago. Even though it's very good, I see continued progress in higher quality as an ongoing process.

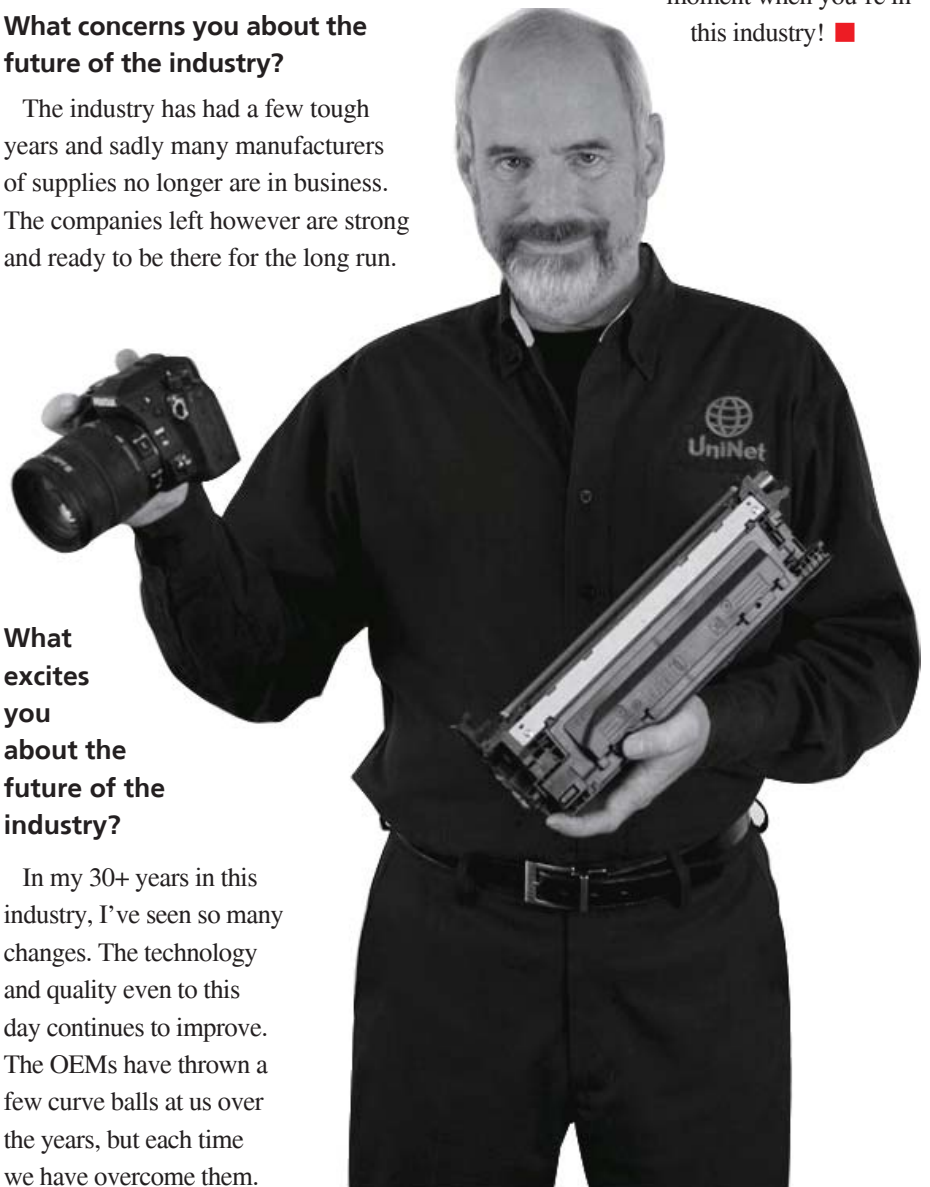
### What concerns you about the future of the industry?

The industry has had a few tough years and sadly many manufacturers of supplies no longer are in business. The companies left however are strong and ready to be there for the long run.

That's what excites me. We're surrounded by very smart, creative people who work through all the issues until they've solved them. There is never a dull moment when you're in this industry! ■

### What excites you about the future of the industry?

In my 30+ years in this industry, I've seen so many changes. The technology and quality even to this day continues to improve. The OEMs have thrown a few curve balls at us over the years, but each time we have overcome them.





# Steve Weedon



## The Trouble with Trade Associations

**The number of cartridge remanufacturing companies continues to decline rapidly, giving way to compatible cartridges.**

Trade Associations come in all shapes and sizes and are started for all sorts of reasons. Usually trade associations spring up around a new industry or a significant market trend. On the face of it, they usually start for good reasons: to make a noise.

As one new industry starts it is not unusual for another one to start the long journey towards death and oblivion. However, no one gives up without a fight. Right?

As Edison worked diligently to make a long lasting incandescent light bulb in 1879, the tallow candle makers were screaming, “this new-fangled electricity technology would burn down houses and kill occupants while they slept.” Such a powerful fear campaign probably put a lot of people off installing the new electricity technology into their homes. Both the old and the new technologies had their respective trade associations. Each tried to protect the interests of its respective technologies. Edison, however, outsmarted the competition, made his 1200 hour light bulb by the end of 1880, and as they say, “the rest is history.”

I admire those who commit to making a trade association work. It is not easy. In 1992, at a convenient hotel located in High Wycombe in UK, I organized the first ever meeting of remanufacturers in Europe having just established The



Recycler Trade Magazine late the previous year. Much to my surprise, about 85 individuals turned up on what was a wet and dreary Saturday morning. The meeting got underway as we discussed the need to have a trade association. Everyone agreed. Then the arguments started about who should be allowed to join. One half did not want parts and consumables suppliers as members. The other half wanted a trade association that included everyone. The 85 attendees were split down the middle. The answer was to have two associations. Consequently, UKCRA was founded without consumable suppliers and FECRS was also founded for the suppliers. FECRS did not survive and UKCRA still meets today. So you can't please everyone all the time. I was also proud to be a founding member of the ETIRA organization that was a united European trade association. It still operates today thanks to the diligence

of the original, founding members who put their money where their mouth was, had a good agenda and met religiously. They still do.

The problem I have seen with associations is that they get protective—overly protective in some cases. The old adage is that you cannot stop progress, but you can put up a fight, scream loudly and get heard with a trade association. It is very difficult when a lone voice struggles to shout for all

to hear against a strong wind. The candle makers, kerosene sellers and oil lamp makers were all shouting very loud but eventually dependence on their products fell aside and now only niche candles and lamp businesses survive.

I see the same thing happening in our industry. The number of cartridge remanufacturing companies continues to decline rapidly, giving way to compatible cartridges. Why? They cost less than remanufactured cartridges and end users don't care if they are remanufactured or not. Profit, is the bottom line. ■

*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>*



## Vincent van Dijk

### European Trade Association is Growing its Marketplace through the EU's Green Initiatives

The European Toner and Inkjet Remanufacturers' Association (ETIRA), has represented the interests of remanufacturers of (Original Equipment Manufacturers) OEM cartridges and related service providers across the European Union (EU) since 2003. We work on topics like quality/standardization, legal and regulatory advice, public relations, member contact platforms and more. Our code of conduct, depicted by the ticked-R collective mark, gives our members a competitive advantage in the industry.

To enhance our outreach, ETIRA is also active in the CER, the Brussels-based European remanufacturing council. ETIRA now has 40 members.

2018 was another busy year for the European Toner and Inkjet Remanufacturers Association

(ETIRA). In summer, we thanked outgoing President Christian Wernhart for 12 years at the helm of our association. Industry veteran David Connett is now leading ETIRA on its path to growth.

Last year, the EU made the circular economy a key policy initiative. This was music to our ears, as cartridge remanufacturing is textbook circular economics. A February 2018 EU Commission report on cartridge reuse, which we had asked for, clearly called for more EU action to promote remanufactured cartridges.

If you reuse your cartridge as a cartridge for as many cycles as possible and thereafter recycle its materials, you have the lowest environmental footprint possible. Building on that study, ETIRA is now actively lobbying the EU to facilitate the reuse of cartridges. We call for an EU ecolabel for remanufactured cartridges, and for public procurement programmes to give preference



to remanufactured products.

We also called for an end to OEM anti-remanufacturing practices such as the employment of smart chips, unfriendly cartridge designs, patents on cartridge reuse, market lockout sales structures, refusals to honor printer warranties and more.

For too long, the OEMs have refused to further "green" the printing process. The only thing they did was to reduce printer energy use, but we argued that doing so has delivered little environmental benefit. If we really want to "clean up" printing, you need to reuse the paper and the cartridges!

We also insisted that the EU act against the patent-infringing, non-OEM new-build cartridges, or "clones" as we call them. These products from Asia have achieved a large market share, mainly because they are very cheap.

But this fast growth came with a cost: the quality of many products is not so good. Also, many do not respect OEM patents, so if you buy them you too can be sued by the OEM. ETIRA published a free "Guide to Clones," which educates our members on the risks they run when buying non-OEM new-build cartridges.

Recently, we identified another worrisome issue with the clones. In late 2018, ETIRA

and others had a German laboratory test eight to nine clones purchased off the internet, and it turned out that most of them contained levels of the flame retardant DecaBDE above the allowed EU limit. DecaBDE has been banned in the EU for many years, and may be used in materials of products like electronics but up to only .1 percent. It was shocking to see that some contained levels up to 14 to 17 times the allowed limit!

This problem occurred not only under the small suppliers, but also the well-known large Asian names apparently use

too much of a chemical that is basically prohibited in the EU for health and safety reasons!

This is why we are telling the EU that now is the time for them to act. We are being squeezed between the OEMs and the clones, as a result the European cartridge remanufacturing industry is able to remanufacture only 10 to 20 percent of all OEM cartridges put on the market. Yet, if all the aforementioned market barriers were removed, that number could be 75 to 90 percent!

So at a time when the EU wants more products to be reused, and citizens and companies are trying to lower their carbon dioxide footprint and reduce their use of natural resources, a remanufactured OEM cartridge should be the first choice of all business and personal cartridge users in the European Union.

Under the 2018 circular economy initiative, the ETIRA message is coming across. We are seeing growing interest in our work from authorities at the EU and the national level. Our work will result in more opportunities for cartridge remanufacturing, and a cleaner Europe. Follow us on Facebook and LinkedIn to stay tuned! For more information, visit [www.etira.org](http://www.etira.org). ■



# Mike Josiah



## What do you really know about cartridge chips?

What exactly is a cartridge chip? What does a cartridge chip actually do? What can a chip NOT do?

The answer to those questions can be both simple and complicated. Because they are now such a large part of our industry, we thought it a good time to cover the origins of cartridge chips and their development through the years. We will also look at the different technologies used, differences in some of the latest chips and possibly most importantly what they can and cannot do.

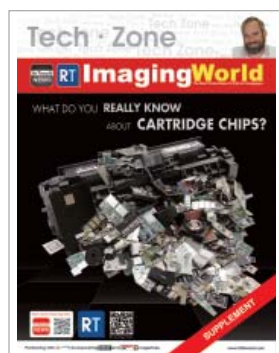
Through the year's cartridge chips have evolved quite a bit, (sometimes faster than the technology used in the cartridges they are attached to). If you haven't yet, take a close look at the initial picture in this article, there are over 20 years of chips in there. Because they are now such a large part of our industry, we thought it a good time to cover the origins of cartridge chips and their development through the years. We will also look at the different technologies used, differences in some of the latest chips and possibly most importantly what they can and cannot do.

Most production lines will simply replace or reset their chips and move on and that's fine. It's when there is an issue that understanding how the chips work, what they can and cannot do becomes important.

Before chips there were a decent amount of cartridges that used electrical fuses of one shape or another. They were cheap and easily replaced. See Figures A & B. When cartridge chips first appeared, they were very simple and easily resettable. In fact they could be reset with a simple box that would re-write the code. First seen in the spring of 1992 the TEC 1305 engine was one of the first to use chips. The chips used in the TEC 1305 and also the Xerox N24

engine which came out soon after were fairly simple devices. (See Figure 1).

HP at first also used very simple off the shelf chips for the Color LJ 4500. They just plug into a socket. In Figure 2 you can see the progression of HP chips through the years in the aftermarket chips. There is the old 4500 IC, first RF chip, one of the first SMT (surface mount technology) boards and finally the dedicated microprocessor versions used today.



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](http://www.uninetimaging.com)

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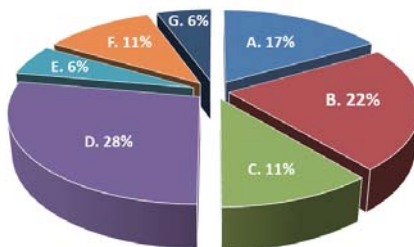
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<https://epiinc.com/what-is-web-press-printing/>

## RESEARCH

## What is the value of your trade association?



- A** It is easier to win new contracts because my image is more credible; 17%
- B** My customers perceive I follow higher production standards and sound business principles; 22%
- C** My association gives me a voice to lobby governments and the media; 11%
- D** I can be part of a group that shares similar professional ethics; 28%
- E** I can receive educational opportunities and benefits; 6%
- F** It's a great networking platform to keep up with new trends and develop new business opportunities; 11%
- G** I don't see much value in joining a trade association. 6%

## IMAGING SHARE PRICES

(As at 10, January, 2019)					
OEM	Prices		Aftermarket	Prices	
	Last Month	This Month		Last Month	This Month
Brother Industry (Yen) (6448:Tokyo)	1861	1697	Ninestar (RMB) (002180:Shenzhen)	25.47	25.15
Canon Inc. (US\$) (7751:NY)	28.18	3026	Hubei Dinglong (RMB) (300054:Shenzhen)	6.69	6.38
Seiko Epson (Yen) (6724: TYO)	1838	1606	Suzhou SGT (RMB) (002808:Shenzhen)	12.75	12.63
HP Inc. (US\$) (NYSE: HPQ)	22.66	21.21	(Sources: Google Finance and bloomberg.com)		

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Ninestar Tech Imaging Limited	1
Patel Traders	55
Parts Overnight NZ LTD	55
Sunwise Information	54
Toko	54
UniNet	22
Zhuhai EVE Digital Technology Ltd	54
Zhono	8
Zhuhai Gree Meida Technology Co., Ltd	4

## COMING EVENTS 2019



## RT Imaging Expo—EMEA 2019

Apr. 16-18, 2019, Accra, Ghana  
Apr. 21, 2019, Cairo, Egypt  
[www.RTMworld.com/2d](http://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](http://www.RTMworld.com/2d)

The 14<sup>th</sup> RemaxWorld Expo Summit

Oct. 16, 2019, Zhuhai, China  
[www.RTMworld.com/2d](http://www.RTMworld.com/2d)

The 13<sup>th</sup> RemaxWorld Expo

Oct. 17-19, 2019, Zhuhai, China  
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