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TRENDS IMPACT
GLOBAL SUPPLIES

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CANCUN CHALLENGE:
WE WILL FIGHT



PAGE 44

CLAIM YOUR MARKET
SHARE: GO DIGITAL

PAGE 41

FIRST NEW-BUILT
CARTRIDGES
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IN RUSSIA



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PAGE 28

—Dr. George Nubar explains how digital printing
is the fifth printing system

Issue 101 (US\$10.00)

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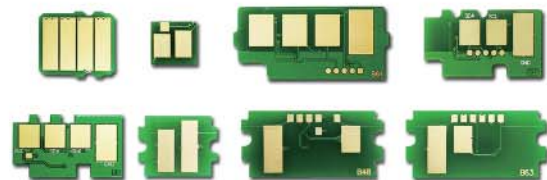


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RT ImagingWorld publisher David Gibbons met up with cartoonist Berto (right) in Santiago, Chile, during a whistle stop world trip to 13 countries to meet with industry players. Gibbons and Berto first worked together 40 years ago in Sydney, Australia. Berto has had the "last laugh" on the last page of this magazine for almost seven years. See page 56.

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First New-built Cartridges Manufactured in Russia

—Roman Samoilov, general director of CACTUS Russia



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Tony Lee

IF YOU are a football fan, I am sure you had an exhilarating time during the *21st FIFA World Cup* held recently in Russia, regardless of which team you cheered for. The event drew such fanatic attention as teams crashed or survived their way through the series. The result was totally unpredictable before the final score. That's the beauty of the unknown.



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We are now experiencing what some call the fourth industrial revolution that is full of unprecedented changes. Where will those changes bring us next? No one has the answer. Where nothing is set and fixed, there is space to imagine and invent.

What excites you most about our industry, given all the opportunities and challenges we are currently experiencing? In this edition, some industry leaders reveal their vision for the future. (See page 16).

Digital printing has long been positioned as the future thanks to the ever-coming waves of technology development. Early in 2015, digital printing has grown to capture more than 50 percent of the printing market share shunting offset printing to the side. To this end, our front cover story depicts Dr George Nubar (Helwan University in Egypt), who shares his experience with this particular sector. (See page 28).

While excited with all the possible opportunities ahead, let's not forget the elephants in the room, says Mark Dawson who lists five particular elephants that cannot be ignored that are challenging the resellers in our industry (See page 47).

On the field, only one team can be crowned with the World Cup, but that doesn't make losers out of the other teams. Showing up and being in the game is what matters—a much needed spirit for life and work. No matter what awaits you in the future, you must summon the courage to give it your best shot.

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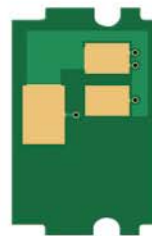
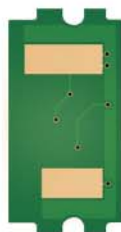
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Lawsuit Concludes

JAPAN-BASED OEM Canon has announced the conclusion of a patent infringement lawsuit against World Class Ink Supply, Inc. in the U.S. District Court for the District of New Jersey, concerning certain toner cartridges sold for use in Canon and HP laser beam printers.

The district court has issued a consent judgement and permanent injunction to World Class Ink Supply, Inc., prohibiting the company from making, using, selling and offering for sale in the United States, and from importing into the United States, the toner cartridges that Canon accused of infringing U.S. Patent Nos. 9,746,826, 9,836,021, 9,841,727, 9,841,728, 9,841,729, 9,857,764, 9,857,765, 9,869,960 and 9,874,846. ■

[Read more](#)

Xerox Sued for Failed Merger

FUJIFILM HOLDINGS has filed a US\$1 billion lawsuit against Xerox for terminating their US\$6.1 billion acquisition deal.

In its lawsuit, Fujifilm pointedly blamed Xerox shareholders Carl Icahn and Darwin Deason for forcing Xerox to stop the acquisition. "This change of heart is undoubtedly due to external pressures," Fujifilm said in the complaint.

The Fujifilm lawsuit claimed the acquisition would have generated "billions of dollars in synergies," adding that it was "value-enhancing for Fujifilm's shareholders and, thus, Fujifilm is compelled to take steps to protect its rights."

Xerox responded to the lawsuit with a statement promising to "vigorously defend its decision." ■



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01

It's War! How Will History Remember July 6?

China's Ministry of Commerce claims it will take countermeasures in response to the United States' new tariffs on US\$34 billion of Chinese imports that took effect on July 6. China believes the 25 percent tariff hike on Chinese goods violates the WTO rules and has set off the largest trade war in history. ■



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02

Aster Releases Patented Dongle Gear Solution

Canon's February lawsuit with vendors and distributors in the U.S. was over claims of infringement on its continuation patents granted between August 2017 and January 2018. Aster claims its newest work-around design of the allegedly infringing and controversial dongle gear patents is the world's first-to-market solution, complete with its own U.S. patent. ■



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03

Sharp Targets North America and Europe

Lagging behind many of the OEMs in a saturated multifunction printer market, Sharp plans to expand its international sales network for printers with a war chest of 12 billion yen (US\$108 million) to buy up new vendors in this fiscal year. Recently, the company bought American Business Machines for about 2 billion yen (US\$18 million). ■



04

Ricoh is Moving from 2D to 3D

With the 2D printing sector in decline—thanks to publishing, advertising and administrative paperwork increasingly become digitized—many in the traditional printing sector are looking to diversify as part of a long term strategy. Joji Tokunaga has reconfirmed Ricoh Americas' plans to get big into industrial 3D printing. ■

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05

Now the Russians are Doing It

The first new-built printer cartridges to be manufactured outside of China have been launched by the popular CACTUS brand in Russia. The production of these new built laser cartridges has already certified for 15 of the most popular cartridge models in the Russian market. See the 5 Questions asked of Cactus' Roman Samoilov on page 27. ■



06

A3 Printers for SMB Businesses

HP is targeting small and medium businesses in Central Europe and Middle Africa (CEMA) with its new MFP M436 series,



Read more



which the OEM claims is easier to use. With speeds of up to 23 ppm, businesses will be able to complete a multitude of jobs using A3, automatic two-sided printing, copying and scanning. ■

07

New Aftermarket Products Available for Konica and Ricoh Printers



Katun Corporation claims its newly released products for use in Konica Minolta and Ricoh machines in Europe, Middle East and Africa (EMEA) provide OEM-equivalent image quality and life/yields. New black and color drum units for use in Konica Minolta bizhub 224e and C224-series and toners for use in Ricoh MP 2001/2501-series MFPs are now available. ■

Read more



08

Meeting the Demand for Textile Inks in Turkey



Wisconsin-based Sensient Technologies has set up a local warehouse and distribution center in Turkey in order to better serve the growing textile market. This investment will provide new and existing customers in the local supply chain with direct access to their range of inks while removing unnecessary delays in the importation process. ■

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09

Police Seize Counterfeit Ink Cartridges and Arrest Suspects

Read more



Counterfeit ink cartridges worth US\$871,360 have been seized by police in Dubai along with the arrest of seven suspects. The owner allegedly had six employees make fake HP ink packs and cartridges in an apartment in the Naif district, selling them in the local market and exporting them overseas. The suspects have confessed to the crime and will be publicly prosecuted. ■



10

Ninestar Sues for Patent Infringement

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Ninestar has accused the Chinese company Zhuhai Zhengyin of manufacturing and selling products that infringe its Chinese patent No. ZL201220712945.2. The "Negative Pressure Generating Mechanism" is a patent which resolves the negative pressure in ink cartridges. The Guangzhou Intellectual

Property Court has accepted this case and it will be heard in August. ■



11

International Arbitration Agency First for Intellectual Property



An agency to be established in Tokyo, September 2018, will be Asia's first international organization which specifically deals with intellectual property disputes. The agency aims to resolve disputes within a year. The arbitration is effective in more than 150 countries that have affiliated, international treaties despite patents being registered in different countries. ■

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12

We Admit It: We Infringed



Canon and Tonet have reached a conclusion in their mediation talks in Seoul Central District Court of Korea. Tonet admitted it infringed Canon's Korean Patent Nos. 10-1182006 and 10-1101654. The company will cease sale and distribution of the said toner cartridges. Further it will turn over to Canon all accounting information and pay Canon all damages caused. ■

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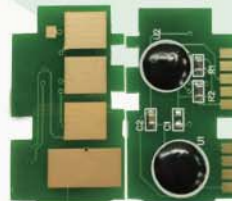
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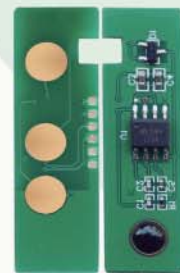
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111 SERIES



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Maurice Aiken

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A LOT is happening here in Australia with the consolidation of the office products market. One dollar out of every three spent in the AU\$10 billion (US\$7.38 billion) office supplies sector comes out of state and federal governments and right now there's a battle raging over who should get to fill those stationery cupboards. The largest office products company, Officeworks, a division of Wesfarmers, has now surpassed AU\$2 billion (US\$1.48 billion) Complete Office Supplies (COS) recently purchased the Australian arm of Lyrico, a stationery business with headquarters in France. It is up against two global heavyweights of the stationery world. Platinum Equity purchased Australian Staples last year then renamed and rebranded the business as Winc (short for "work incorporated") and OfficeMax, a subsidiary of another American giant – Office Depot. They account for approximately AU\$1.5 billion (US\$1.1 billion) in sales, so the industry landscape now has three key players. Australia's demand for paper and pulp board is down from the previous year by around five percent or 150,000 tons. When you combine this with the 8.8 percent decline in the imported volume of copiers and multi-function printers it translates into less printing! Why has there been such a decline? In my view, the adoption of "green" policies by both the government sector and large organizations is the reason. Both groups are printing less in order to conserve energy and paper. H.P maintains its leading position in the sale of printing devices with about 30 percent of the total market, having integrated Samsung copier devices into its print offering recently.



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FRANCE IS renowned for its food, wine, cheese and major fashion brands. It also used to be very innovative in engineering technology: the Concorde, the DASSAULT fighter jets and the channel tunnel.... That was more than 20 years ago and not much has happened since. The presidencies of Mitterrand, Sarkosky and Hollande were total failures and France lost significant market share to newcomers from Asia. Unexpectedly, last summer, a young president was elected. Macron had no backing from political parties but it has been a game changer. He undertook fundamental reforms in public sector and labor laws. More importantly, he is now taking advantage of Merkel's weakened position in Germany and the upcoming Brexit. Contrary to Trump's administration, Macron's government has embraced the promising blockchain technology, by promoting new crypto currencies and ICOs. Since October 2017, Bitcoin is accepted as a valid alternative currency. Many start-ups have been created, such as Ledger, whose technology protects your wallet for any crypto transaction. Corsican entrepreneurs have just launched "Corsicoïn," a crypto currency allowing any payment on this island south of France. Can the recent World Cup victory be another sign of a revitalized France? Macron's celebration in the Moscow stadium has created a buzz on the Internet. Other signs are encouraging, real estate prices have soared, Japan and China are now heavy investors France is finally back on track under this leadership.





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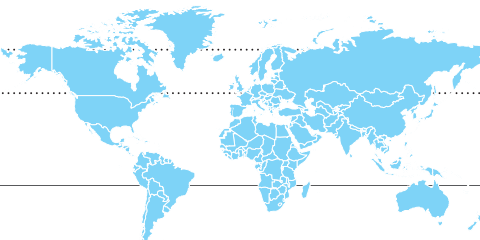


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WE HAD a difficult time in the first half of the year here in Argentina. We now have a projected annual inflation between 26 and 30 percent and a 50 percent devaluation of the "peso" against the US dollar. This, together with certain economic policies, had a negative impact on all industries including

the aftermarket. For those in the non-original consumables market, the good news is that all OEM products will inevitably increase in price. It will drive many businesses wishing to cut expenses to a greater acceptance of third-party cartridges.

Compatible, or new-built, cartridges have captured more market share from the poor quality refilled cartridge market, increasing by 25 percent in 2017 year-on-year in terms of units sold. That is equivalent to 2.5 million cartridges. The volume of remanufactured cartridges remains higher than compatibles, but it is reasonable to predict that if the slight fall in remanufacturing continues year by year, both markets will be equal by the end of 2018, if compatibles continue to take market share from both the OEM and remanufactured market.



Essam Hashem

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I AM particularly concerned about Electronic waste (E-waste). Globally, E-waste makes up around five percent of municipal waste and is the fastest growing stream of solid waste. By 2020, we will have a market of US\$50

billion of disposable E-waste. Did you know recycling one million smartphones will deliver you 9,000 kg of copper, 250 kg of silver, 24 kg of gold and 9 kg of palladium?

Egypt is among the top three African countries with the highest e-waste generation in absolute quantities (4.3kg per inhabitant). Currently, certified companies recycle less than five percent of Egypt's e-waste, but the government is stepping up efforts to formalize the process.

Dr. WEEE (a quirky acronym for Waste Electrical and Electronic Equipment) is providing a new strategy in Egypt, Lebanon, Jordan, Saudi Arabia, and the UAE that makes E-waste recycling both fun and accessible. Used electronics arrive at Dr. WEEE's small facility in Cairo where trained laborers dismantle, sort, and classify the E-waste. Materials that cannot be recycled are sent to a specialized landfill in Alexandria, but the more valuable materials including gold, silver, copper, platinum and other valuable minerals are sold for reuse.



Victor Matache

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ROMANIAN CONSUMERS, generally speaking, have a very highly developed sense of property ownership. For this reason, older equipment is only replaced when it has completely failed and cannot be repaired. In the same way, consumables are only discarded if they cannot be reused.

This has favored the existence of equipment services and cartridges remanufacturers of both OEM and compatible cartridges. The double benefit for the Romanian supplies market is the generation of jobs and reduction of waste.

As a member of the European Union, Romania must comply with legislation on the collection and disposal of electrical and electronic waste. Entities, businesses and individuals must hand over used equipment and consumables to companies authorized by the Environment Agency to ensure a controlled, ecological disposal of such waste. I am hoping these legal provisions will help keep the cartridge remanufacturing industry stay alive.

To this end, I think it is a very good idea for Chinese new built cartridges manufacturers to design and produce good quality, reusable cartridges. This feature will be a good marketing tool for them in Europe. Further, it would really help if they were to develop a channel to collect these used cartridges in Europe and process the waste here.

IN MY VIEW

What excites you most about the future of the industry?



USA

Luke Goldberg
EVP Global Sales and Marketing,
Clover Imaging Group

What we have seen emerging as a macro trend over the last couple of years is the delineation of business models between transactional resellers and service providers who are selling solutions that are contractually based.

The transactional model is continuing to suffer from extreme commoditization and the Amazonization of things. This model will seek to add value by layering services, which might include subscription based delivery of print, programs such as auto supplies replenishment etc...

In the contractual side of the business we will continue to see the everything as a service model take hold. More and more dealers will seek to become more than print service providers, they will seek to evolve beyond the device, to the user, and finally to the document. Outside of print more dealers will become true MSPS (managed service providers) that will seek to address user pain points pertaining to the document and beyond it to security, workflow, etc... In today's world even more evolved service providers are very centered on the "things" we sell; supplies, hardware, parts, even software. The dealers of the future will be less preoccupied with the " what" than with the how, and why of business mechanics. The good news is that channel partners, CIG included will partner with dealers to create highly consultative partnerships and turn key solutions dealers can white label to expand their services revenue with minimal investments. Bottom line; the underpinnings of our business are not going away; print is still a huge business and will continue to be viable long after I retire. What is changing and will evolve quickly is how we deliver print and how we add value beyond the device and output.

Global Hard Have Implications for Supp

AFTERMARKET SUPPLIES companies are encouraged to familiarize themselves with the hardware trends occurring in their various geographical markets. This article will focus on the shifts that are occurring in the different office print hardware speed segments within North American and Western Europe—for both ink and laser technology.

High-level view of North America and Western European placements

In 2017, the total North American single-function printer and multifunction printer (MFP) market declined 2.5% year over year, shrinking from 22.5 million units in 2016 to 22.0 million units in 2017. The Western European single-

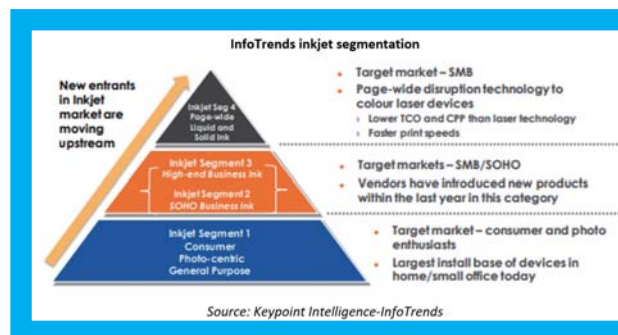
function printer and MFP market, meanwhile, declined 3.7% year over year— from 20.0 million placements in 2016 to 19.3 million in 2017. The decline in both regions is associated with a drop in consumer or small office/home office (SOHO) inkjet shipments as well as the decline in single-function printers at the sub-20 ppm speed segment. There is a general shift away from printers for desktop

and/or personal use, whether in the home or in the office, toward shared devices offering richer feature sets.

Inkjet placements

In 2014, InfoTrends updated its inkjet segmentation classification to better align with new technology enhancements and market trends. The new segmentation is shown below. Segmentation continues to evolve as disruptive technologies enter the office marketplace.

Inkjet segment 1 consumer inkjet devices are mostly targeted at the consumer market and are traditionally sold through the mass retail channel. In North America, this segment has been in decline for some time and



total shipments dropped 2.9% from 2016 to 2017. This has been primarily due to consumers shifting upstream to more feature-rich products. In Western Europe, however, this segment has managed a small revival in the past two years, mostly attributed to the investment made by HP. Placements declined only one percent in 2017.

Moving upstream, inkjet segment 2

ware Trends lies Aftermarket

Keypoint Intelligence-InfoTrends

Deborah Hawkins and Barbara Richards(pictured)



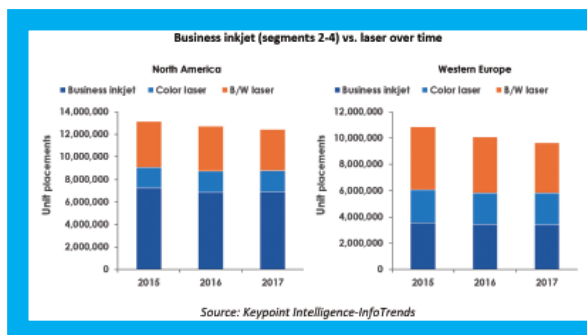
is known as the entry-level market of the business inkjet segment. It consists of serial inkjet printers and MFPs that are targeted at the small office/home office (SOHO) market. Traditionally, segment 2 inkjet devices are sold through the mass retailer channels. They have optional support for duplex printing and an automatic document feeder as well as offer a higher cost per page than inkjet segment 3 or 4 devices. The clear majority of business inkjet devices today are within inkjet segment 2. In 2017, total North American shipments declined very slightly (0.1%) year over year; similarly, Western European placements were flat.

Inkjet segment 3 devices are positioned at end users in small and medium businesses (SMBs), and are typically shared among three to six users. These

new entries into the business inkjet segment offer comparable feature set to many traditional segment 1 and 2 monochrome A4 laser printers and MFPs at an attractive price point with the added benefit of color output. In 2017, total North American shipments of inkjet segment 3 devices grew 2.4% year over year. In contrast, Western European placements declined 4.1% from 2016 to

2017, suggesting there is a peak level and strong competition from page-wide as well as laser.

At the highest end of the office inkjet market, devices in inkjet segment 4 are positioned at business environments and characterized by their disruptive technology (e.g., solid ink or page-wide). The expected growth in this segment has been hampered by the decline of and recent exit of solid ink for office as well as the slow acceptance of page-wide inkjet. This contributed to a decline in placements in both North America (-17.5%) and Western Europe (-11.0%) from 2016 to 2017.



North American shipments declined 65.3% year over year as speed creep into higher segments continued to erode this segment category. Western European placements, meanwhile, declined 17.4% year over year. The 11-20 ppm laser segment represents the entry-level for black & white devices that are mostly single-function and used at the desktop. We have seen much erosion in

Laser placements

The erosion of the entry-level 1-10 ppm laser device segment continues as predicted. In 2017,



China

Jason Wang

Senior Vice President of Ninestar Corporation and General Manager of Ninestar Image

The Aftermarket has entered a new phase. Following many years of accumulation and development, we have moved from a period of growing rapidly to a time of steady and stable maturity. Now I see all remaining players in the industry seeking more innovative business models. Operational procedures have needed to change in order to see a win-win proposal fulfilled where manufacturers and distributors alike can both make good profits. This is the incentive for us to explore new paths for development. Yes, the current stage will continue to be tough in the short term, however I am very confident it'll lead us to a brighter future.



Japan

Hideki Shimada

Deputy Chief Operating Officer, Printing Solutions Operations Division, Epson

SEIKO EPSON corporation is committed to meeting the market demand for inkjet inks. Epson is committed to inkjet innovation. To this end Epson will expand sales of high-capacity ink tank printers that have been driving near-term growth, in both advanced and emerging economies. In fiscal year 2018, Epson plans to sell 9.5 million units—a 1.7-million unit increase over fiscal year 2017.

Under its Epson 25 Corporate Vision, Epson is targeting the office, commercial, and industrial printing markets. To this end, Epson has just completed construction work on a new factory at its Hirooka Office in Shiojiri, Japan. The new factory will be used to produce PrecisionCore print chips, a core component of Epson's most advanced PrecisionCore inkjet printheads. The new factory, which will begin operations in the 2018 fiscal year (ending March 31, 2019), will triple current PrecisionCore print chip production capacity.

In the commercial and industrial sectors, the accelerating shift from analog to digital solutions is expected to generate significant market growth for printers used for printing signage, textiles and product labels. Epson will continue to strengthen its lineup of commercial and industrial large-format printers, and will boost both its R&D and manufacturing capability.

The new factory will enable Epson to expand its presence in these markets in addition to bolstering its ability to handle an expected medium-range increase in demand for printheads.

More comments on page 19

Chipjet 旗捷

Brother Laser I (SERIES) CHIPS



TN-2430BK/TN-2450BK/TN-2415BK/TN-2445BK/TN-2449BK/
TN-2410BK/TN-2420BK/TN-2411BK/TN-2421BK/TN-730BK/
TN-760BK/TN-770BK/CT202876/CT202877

Our company focuses on printing consumables of integrated circuit products research, development and production, carries a large variety of products of HP, Canon, Epson, Brother, Kyocera, etc.

The picture shows Chipjet in RemaxWorld Expo 2017,

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this segment in recent years (-36.8% year over year in North America; -19.5% YOY in Western Europe) as the classical “desktop” printer has shifted to a shared resource. The next laser segment up, the 21-30 ppm segment, has traditionally represented the bulk of laser unit shipments. But as speed creep continues to shift upstream, this segment has seen a slight drop in unit placements year over year. In North America, unit placements fell 14.7%, while they declined 9.6% in Western Europe. Shipments of color MFPs in this segment, however, are on the rise.

The 31-40 ppm laser segment has traditionally been considered the workgroup segment. These devices are typically employed in larger workgroup environments, and used for everything from print/copy/scan/fax to business process automation and workflow. In 2017, the segment saw placements decline 0.2% in North America and 4.9% in Western Europe. While single-function B&W printers represent the majority of devices in this speed class in both regions, their shipments continue to decline while color MFP shipments have seen positive year-over-year growth.

Regarding the 45-69 ppm laser segment, while North American shipments declined slightly in 2017 at 0.3% year over year, Western European shipments grew 14.0%

during this timeframe. This was driven by the continued upstreaming of devices. And despite the U.S. decline, color MFP (A4 and A3), A4 multifunction monochrome, and A4 single-function color and B&W shipments all saw growth. Indeed, while the trend to MFPs in the lower speed segments has already begun, the shift in this speed is happening at a much slower pace. ■

As U.S. and Western European offices move to higher-value devices, including products with faster speeds, more complex configurations, and higher value through color on the page, supplies vendors must consider the implications to their business. This may mean, for instance, a dwindling demand for cartridges for the lowest-end products and a need for higher-end supplies—including cartridges for business inkjet technology and faster color-capable laser products. *For more detailed information on Keypoint Intelligence-InfoTrends’ market sizing and trend analysis, please contact Donna O’Malley at <donna.omalley@keypointintelligence.com>.*



China

Arnald Ho*Founding Director, Print-Rite Holdings*

I THINK the industry now finds itself in a strange situation. On the downside we find most industry players can’t make money—certainly not the money they were making eight years ago. The reason? Many companies, at least here in China, are wanting to be picked up by one of the few publicly listed IPO companies in the market. So they push hard in business in order to make good sales—they may not be making good profits, but they know how to make themselves “look good” with good revenue figures—with the hope they will be bought up by those few companies on the China stock market. On the other hand these few Chinese stock market companies are also running their respective businesses at big risk. Many sell “copycat” products that have no, or very little, design around differences to the OEM patents. We have taken a view at Print-Rite to position ourselves in the market with legitimate reman and “patent safe” (not infringing the OEM) products. This gives us a very secure position in such a case where the OEMs decide to start big fights with those manufacturing or distributing copycat products.



USA

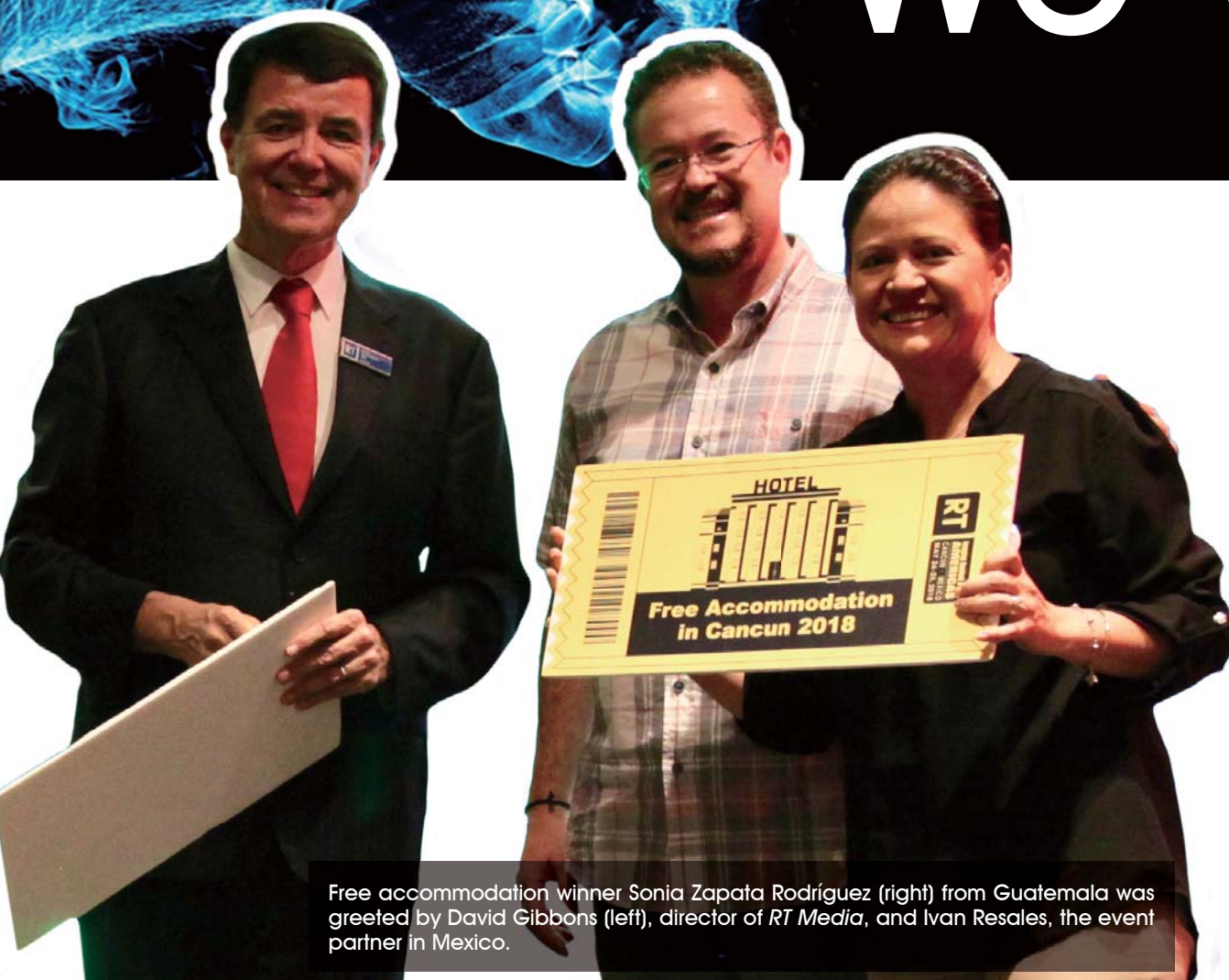
Christian Pepper*President, Channel Partner Division, LD Products*

Despite being in decline, print, as a communication medium, has stood the test of time for over 3,000 years and is still a huge and diverse industry. In recent decades, exciting new technologies have risen quickly, peaked and declined but print continues to be resilient. In the last part of the 2010s print still continues to be one of the most important office and consumer technologies and I for one am full of anticipation to see how it performs into the 2020s and beyond. However, print is not monolithic and we are going through an exciting time of change—as old market leaders try and reinvent their businesses in order to survive and as new leaders emerge and thrive. In the next five years, the number and names of the OEM and Aftermarket leaders will undoubtedly be different as the industry is currently in a state of oversupply. I expect the shift from remanufactured to new-built cartridges will continue to trend. At the same time more print will be purchased online than the traditional brick and mortar outlets. At LD Products we have worked hard over the last 19 years to stay at the forefront of these trends and I believe we are well positioned to benefit and deliver savings and service improvements to our customers in our Online and Wholesale businesses.

More comments on page 17



Challenge Made in Mex We Wi



Free accommodation winner Sonia Zapata Rodríguez (right) from Guatemala was greeted by David Gibbons (left), director of RT Média, and Ivan Resales, the event partner in Mexico.



ico:

II Fight

Maggie Wang RT Media



“WE WILL fight Canon!” says one U.S. patent attorney reflecting on the scores of lawsuits issued by the printer OEM to distributors of Aftermarket printer cartridges. “Canon’s patents should be invalidated. They cannot be allowed to continue to broaden the base of their patent claims indefinitely.”

The bold confrontation was made at the summit during the third imaging supplies expo held in Cancun, Mexico. The *RT Imaging Expo & Summit* caught organisers, exhibitors and visitors by surprise with one visitor reserving a booth for the next year’s event.

Gary Hnath—partner of the highly respected U.S. law firm, Mayer Brown—joined Merritt Blakeslee—international trade and intellectual property lawyer specializing in patent litigation at the U.S. International Trade Commission (USITC)—in a panel discussion on the industry’s hottest issue for 2018. Both have clients that are respondents in the

“Canon dongle gear” suit before the US International Trade Commission. Tricia Judge, executive director of the Imaging Technology Council joined them on the panel. Judge urged the summit attendees to consider remanufactured cartridges as the “safe” alternative for the Aftermarket. The Canon dongle gear lawsuits are already having an impact upon China, Canada, Mexico and the rest of the LATAM region as well as the USA.

Many of the 62 exhibitors expressed their satisfaction and excitement at having so many high quality, professional buyers attend from 18 countries including Colombia, Peru, Chile, Ecuador, Venezuela, the USA, Canada, as well as Mexico.

The two-day event, held in Cancun, Mexico, attracted exhibitors from China, Mexico, the USA, Korea, Columbia, Germany, and Poland this year. The first day alone saw 500 professional buyers attend which excited exhibitors as well as

the organizer.

Zhuhai-based printing consumable manufacturer PolyJet was a first-time exhibitor who received scores of potential “hot” new clients on the first day. “Though we are new to this market, the harvest is obvious as the visitors’ demands match our products,” a Polyjet staff member told *RT Media*. ASC Technology (Beijing) Ltd also commenced on the quality of prospective clients: “It’s highly likely that the visitors who met us will place orders with us.”

While exhibitors always expect to find new customers, there was also an opportunity to efficiently meet up with their existing clients from the LATAM region in the comfort of the exhibition venue. Both new and former exhibitors commented they learned more about the Americas market through the networking opportunities afforded by the expo.

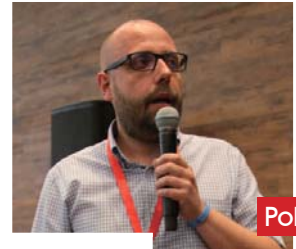
3D printed products were a popular highlight with many visitors saying they

Speakers Hit the Hot Topics



USA

▲ Tricia Judge
Why the Aftermarket Needs to be Careful



Poland

▲ Przemek Kowalski
Why New Builds Will Become the Industry's Preferred Option



USA

▲ Merritt Blakeslee
How the New Dongle Gear Canon Litigation Could Impact Your Business



USA

▲ Christian Pepper
Why New Builds Will Become the Industry's Preferred Option



Spain

▲ Zoltan Matyas
A Digital Marketing Strategy You Cannot Ignore if You Want to be Successful in Business



USA

▲ Nestor Saporiti
New Products and Industry Opportunities; MPS, Labels, Textiles, Sublimation



Columbia

▲ Omar Moreno Quintero
Copier Consumables Trends and Opportunities in LATAM

had not seen a 3D printing pen before. On site demonstrations of new technologies and business opportunities was obviously popular with all participants. Our printing demonstration with 3D printing pen on site was very attractive. For more inquiries on the 3D printing consumables, you can contact 2851169737@qq.com.

LATAM undoubtedly proved itself to be a strategically important, emerging market for growing business. To keep in touch with the critical trends and opportunities in this region, an industry summit was held concurrently on day one. Seven speakers provided their analysis and insights into critical trends and opportunities in the Americas, including latest Canon lawsuits.

Summit speaker Merritt Blakeslee told

RT Media the seminars had generated excellent discussion and served a real need for those participating in the show. German-based exhibitor Zoltan Matyas from WTA Carsten Weser shared strategies for those wanting to increase their business opportunities with his practical guide to digital marketing. His presentation was very well listened by the attendees, one even asked to get the slides after he finished the speech. He urged Latin American business owners to be generous to improve their businesses. "If trust and attention is the circle. The way to get into it is generosity. If you want to attract attention and earn trust from your customers, you must share useful information—for free."

Seeing LATAM's potential in Managed

Print Services (MPS), Przemek Kowalski from THI, an MPS service provider based in Poland, flew to the expo and shared the secrets on how to get more profit by selling managed print services compared to the traditional, transactional business model of selling cartridges. "The MPS market is a part of digital transformation, so its the new trend," Kowalski said.

UniNet's Nestor Saporiti pointed out that digital printing is expected to grow in the U.S to be a \$188 billion industry in 2018. "MPS is expected to grow to US\$50 billion by 2025. North America holds the largest share market," he added. In addition to MPS, Saporiti shared new product ideas and industry opportunities in labels, textiles and sublimation printing.



Omar Moreno Quintero, Sales Manager from HYB LATAM regions, closed the summit with his sharing on copier consumables trends and opportunities in the region. “The key in winning the reputation of customers is not to sell the massive products with low prices but to find a perfect balance of high value and offer them a good option to replace the original products,” he said.

Host of the summit David Gibbons, director of *RT Media*, was impressed with the eagerness he saw on the participants’ faces. “The summit was very successful. The attendees were hungry to learn. We actually ran out of seats. That was a great barometer for the level of participation at this year’s event—the exhibits, the summit, the catered lunches and dinners.

All round it was our best event here in the Americas.”

Tricia Judge commented, “The Cancun show brings together so many unique communities from the imaging industry: international exhibitors with cutting-edge products, international decision makers armed with the latest news and South and North American companies eager to grow their businesses. The discussions range from the enlightening to the downright wild. Plus you have this wonderful business opportunity set in an incredible resort town with sandy beaches, tropical drinks and dolphin experiences. It keeps getting better, and I won’t miss it next year, even after enduring Tropical Storm Alberto this year.”

This year, the organizer provided

free buffet lunches for the exhibitors on the floor of the show, creating a more profession, yet casual environment for networking and tying up business deals. Day one ended with a Gala Dinner where four lucky draw winners will receive free nights at *RemaxWorld Expo* in Zhuhai in October 2018.

As scheduled, the organizer plans to move the two-day expo to a new destination within the Americas every three years. Having enjoyed three successful events in Cancun, the organizer is planning to announce a new destination for 2019 in the Americas. ■



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First New-built Cartridges Manufactured in Russia

—Business-Inform's Dr. Stanislav Malinskiy quizzes Roman Samoilov, general director of CACTUS Russia

YOUR CACTUS brand is the most popular brand of cartridges for office printing devices in Russia in terms of volume sales. Can a Russian made product really deliver?

Despite being in business a long time we still remain romantics to some degree. And I sincerely believe that someday Russia will cease to be the country that mainly exports its natural riches, and will become a strong, modern production country. That is why we decided that the time has come to use our core competencies to create employment and products here in Russia. A wise man once said, "The long journey begins with the first step."

Is your company only engaged in the

assembly of cartridges in Russia, or are some of the components also made locally including Russian-produced toner?

Yes, today we do not have a full production cycle in place. Some technically complicated cartridge parts come from China, but we do use a number of components that are made in Russia. In the future we expect to move towards manufacturing all necessary components locally. We are not planning to produce toner in Russia ourselves, but we will review any offers from other Russian producers.

You are the first, and only manufacturer of new-built laser cartridges, to hold a Russian ST-1 (CT-1) certificate. How difficult was it to obtain such a certificate and how long did it take to get the first cartridges ready for sale?

Obtaining the certificate was not the only difficult part. Firstly we had to organize all the production, which was a major feat in itself. Without that in place, obtaining the certificate would have been absolutely impossible. From the time we made the decision to organize production it took eighteen months to receive the certificate. Firstly, we had to choose the right production platform, sign contracts with Russian and foreign suppliers, buy and install the necessary equipment, recruit and train factory personnel, streamline

production processes and optimize our internal and external logistics. The certificate itself took us around six months to obtain. Russian assembled cartridges went onto our pricelists in November 2017 and are now available for our distribution partners. Our capacity currently is between 10,000 and 15,000 cartridges per month on one line. We can increase production when needed to two or three lines.

How do you plan to achieve success when competing with the suppliers of cheaper, Chinese cartridges? Will the emergence of a second Russian cartridge manufacturer help or challenge you?

Undoubtedly this project is targeting the needs of the state and the municipalities. We will continue to become more competitive as our volumes grow and with the use of locally made components. Of course, the Russian government will prefer to use the locally made products. In my view, a second manufacturer emerging in the future will send a positive signal to the market as a whole about Russian made products, so I have never been against healthy competition.

Many Russian corporate procurements buyers ignorantly accept certificates provided by their suppliers that only guarantee the electro-technical safety of the cartridges in accordance with the Russian State Standard. Will you educate such corporate buyers that your Russian produced cartridges are guaranteed under the ST-1 (CT-1) certification?

Unfortunately you are right. Previously, no-one could provide a ST-1 (CT-1) certificate for compatible cartridges and many distributors simply replaced it with various "voluntary" certificates that do not really guarantee anything. As a vendor and producer we have a serious job ahead of us to get the message out into the market. ■



Roman Samoilov, general director of CACTUS Russia, <info@cactus-russia.ru>



Print Wood, Metal .

—Dr. George Nubar exp



ing on Glass, Fabrics, ..and Water

Explains how digital printing is the fifth printing system

David Gibbons RT Media

I travelled back to Egypt having held our second successful copier and printing supplies exhibition in Cairo again this year. Cairo is the largest city in Africa and the gateway to the Middle East, Europe and Africa as it has done for thousands of years. I love visiting the antiquities of this cradle of civilization.

This time I wanted to spend time with Dr. George Nubar whom I met briefly in April. He is another of Egypt's treasures but I had to dig hard to find out more about him. Nubar had quietly blended into the crowd of some 1,200 participants at the event and could easily have gone unnoticed. Such is the humility of the man. This did not change when we had our second meeting.

He likes to keep to the custom of being named by one's first name. So, Dr. George it is. He was the Acting Dean of the Faculty of Applied Arts, which has 14 different departments, one of them being the Printing, Publishing & Packaging Dept., at Helwan University—a public university situated in Greater Cairo that operates 21 faculties and 50 research centers.

I asked Dr. George why he is so highly respected and regarded by the Egyptian government, higher education and the print industry in terms of digital printing. He humbly replies, "What you ask is too much for me. I'm just an admirer of digital printing, and I have always been pleased and honoured to be part of this amazing industry."

It just so happens Dr. George was the very first person to do any research, including a PhD thesis, to write

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articles, give lectures and conduct courses and workshops about digital printing in Egypt (and within the Gulf region) back in 1997. He says it was more a case of luck to be in the right place at the right time when digital printing was born.

“I didn’t do all this alone,” Dr. George adds. “I have had tremendous support.” He was given the chance to go to London—twice—to attend the London College of Printing. The British Council provided him with a scholarship to complete his Master’s Degree, only to be backed up with a two-year scholarship by the Egyptian government for his PhD work.

He lists a number of academic worthies including professors Frank Romano, Tony Johnson, Derek Togwell, Phill Green, Amin Shaaban, Mahmoud Yusry and Riad Basala among other. “Many iconic companies, such as Xerox, Canon, HP, Kodak, Heidelberg, KBA, Man Roland and Xeikon, shared their knowledge with me,” he adds. He was an undergraduate Bachelor’s degree student at Helwan University, then returned to fulfil roles as an assistant lecturer, lecturer and professor. He was appointed Vice Dean of the whole Faculty for three

years (2012 - 2014) and then Acting Dean for another three years (2014 – 2017).

Today he is consulted by governments, universities, business chambers and trade associations—mainly in Egypt—in Arabic and some Northern African countries.

What is Digital Printing?

Dr. George claims digital printing to be the fifth printing system behind the relief printing press (c. 1440), gravure printing (1843), screen printing (1911) and offset lithography printing (1796). “It’s the latest of them all, the little baby of the printing industry, officially born in 1995,” he says. He says that digital printing is extremely diverse. “It is printing from any memory onto any substrate,” he explains. “And I literally mean any substrate: from paper to board, to wood, to glass, to fabrics, to metal, and even to water!” In his view it is the dominant printing technology for the 21st century.

Digital printing usually refers to the professional printing of small-run jobs from desktop publishing and other digital sources. These jobs can be printed out using large-format and/

or high-volume laser or inkjet printers. The cost per page for digital printing is often than more traditional offset printing methods, but this price is usually offset by avoiding the cost of all the technical steps required to make printing plates. If you have a short print on-demand job required in a short turnaround time, for example, it will be much more affordable to use digital technology. If you have a larger print run may very well be cheaper on a traditional offset press.

Dr. George is also the head of the Digital Print Association in Egypt. “I am really honored to head up this committee which is under the umbrella of the Egyptian Printing & Packaging Chamber.” This association monitors and supports all the Egyptian digital printing users and printers, press sellers, manufacturing companies, their representatives and agencies. “We discuss all the problems and issues—financial, technical & practical—related to the digital printing industry in Egypt.” He says the association is also charged with the responsibility of increasing the awareness of digital print in the country, educating users and providers with all the latest updates and developments in the field,

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such as increasing the use of variable data in the print applications.

In the next 12 months he sees the association running workshops about digital applications and the latest in digital printing technologies in Egypt and how to benefit from them.

What continues to surprise him most about digital printing is the print-on-demand concept where anyone can print at any time, at any place, on any day with any content. “The variable data capability, printing with variable content was not possible before digital printing. Today it is.”

Trends

Despite being little frustrated at the slow uptake of digital printing in Egypt and the Arab world, Dr. George remains optimistic. “It’s a little slow, but it’s moving and growing year after year. It’s a good sign to see many printers and publishers already starting to use it. This is increasing nearly every day,” he explains. “What is frustrating for me is that still the numbers are not enough when you compare them with Europe or North America, for example.” He says the region is still not able to benefit from all the unique advantages of digital printing, and many are using it just

as a substitute for offset printing without adopting the full benefits the technology has to offer.

At the moment, Dr. George says the field is dominated by toner-based presses, but all the research and expectations favour the use of inkjet-based presses in the future. “Inkjet does not rely on pressure or contact,” he says. “It simply jets the ink droplets remotely (contactless) onto the material to be printed, so they’re capable of printing on a very wide unprecedented range of materials.

He says 3D printing is also important and is advancing rapidly which will continue. “It’ll be more useful for additive manufacturing processes of prototypes and single copies and is not really suitable for mass production—at least not for the foreseeable future. All three technologies will co-exist, in my opinion, but inkjet will be the dominant one used in mass production.”

I ask what does he think will be the trends in digital printing for the next five years. “That’s very clear in my thinking,” he responds. He hold up his hand and points to each of his five fingers as he lists them off:

1. more colors and a wider color gamut;
2. faster speeds with higher quality;

3. a wider range of materials;
4. a more economic production;
5. a wider range of applications.

Importance of Networking

“We have never had a strong event that can bring the industry together in Egypt and the immediate region,” Dr. George explains. “This is a critical need we face if we are going to advance. Europe and America have been running fairs for years that introduce new technologies to new people. That is so necessary if we are to grow and mature.”

To this extent Dr. George is pleased the Egyptian government, under the patronage of the prime Minister and Cabinet has supported the RT Imaging Expo in Cairo. “It is indeed very important for us in Egypt, especially during the economically transitional period our beloved country is going through. More than any time previously, everyone is looking for more economical ways to produce print without losing any of the unique benefits of digital printing. I for one will welcome you back in 2019 when we can expect an even bigger trade crowd to participate.” ■

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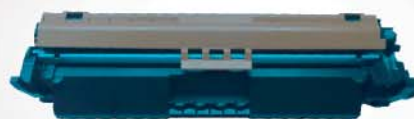
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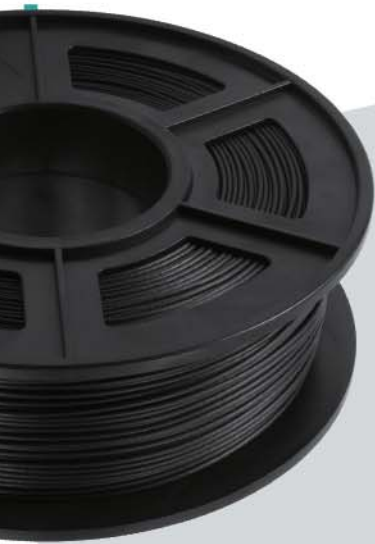
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Reuse is Better Than Single-use

—David Connett is the newly appointed president of ETIRA—the European Toner and Inkjet Remanufacturing Association. So what’s he thinking about this new role?

HAVE trade associations become “dinosaurs” and lack relevance today? Why, in 2018, should an industry support its association?

You need to swap the perspective—it is about a trade association supporting its members. You don’t join a motoring organisation because you want to support it. You join because you might need their breakdown, travel or insurance services. However, you also expect them to look out for the motorists’ concerns when governments plan new laws and policies. ETIRA delivers some unique services exclusively for its members and also focuses on the big picture: protecting members’ interests.

What unique issues are being faced in Europe at this time that would benefit from ETIRA’s involvement?

The circular economy features heavily in upcoming legislative proposals and ETIRA is actively engaging in this area to maximise the opportunities for our members. ETIRA also seeks to protect member interests by challenging issues like unfair tenders, anti-reuse patent applications, REACH and WEEE infringements, false advertising and product counterfeiting.

How is ETIRA dealing with the new build products entering the European Union? Is its charter still to prefer and favour the remanufacturing model for the aftermarket?

It’s in our name: “European Toner and Inkjet Remanufacturing Association”. ETIRA’s position on “clones” is well documented. However, since “clones” first appeared on the market new build cartridges containing a variety of technologies and innovations have become a well-established disruptor in the market. In any market that is being disrupted, it is ultimately for lawyers to argue and judges to judge on the validity of the disruptor’s proposition. Just look at the challenges Uber and Airbnb are facing. ETIRA will continue to engage at the highest levels to influence

and drive policies that ensure that whatever is legally placed on the market is fully reusable and or recyclable.

So, is there a place in the association for your members to be actively and openly dealing with those new-build products that do not infringe? Or is it the charter of the association to focus entirely on remanufacturing and reusable products?

Our membership criteria are clear, and our emphasis is on reuse, not single use. However, like any organisation, membership is always under review. At our conference last month, members made some excellent suggestions about new forms of membership, and we are exploring those now. Coming onto your more specific question of new-build products that don’t infringe – Don’t infringe what exactly? We know that an OEM cartridge is “IP safe”. We know that they are REACH registered and are members of recognised WEEE take-back schemes. The products themselves are safe to handle, and while the OEMs don’t like it, they are generally remanufacturable. Remanufacturers can process and reuse these cartridges. When it comes to new build cartridges, they vary so much it is very hard to have that clarity.

What do you see being your key tasks in the presidential role in the next 12 months?

As I stated earlier, our core message is “Reuse, not single use” Everything that is legally placed on the market should be reusable and or recyclable whether it is a printer, consumable, TV or washing machine etc. It is really good to see governments, NGO’s, TV programs and, most importantly, the general public becoming more in tune with the need for effective and sustainable reuse of everything we produce—something ETIRA and the reuse community has been advocating and promoting for many years. ETIRA will ambitiously strive to achieve

maximum reuse across the office imaging sector by maximising our lobbying and communications strategy to promote the “reuse is better than single use” message at every opportunity.

Would ETIRA support such a “reuse” call on Chinese and Russian new-built cartridge manufacturers to build a quality product that can be reused?

It is not about China or Russia. It is about understanding how the European mindset is changing concerning “reuse is better than single-use” and the really negative impact on our planet the single use throw away mentality is having. The EU is working towards laws and policies that deliver the circular economy and reuse philosophy. It would not surprise me to see the EU and other European countries develop policies along those lines requiring all office imaging consumables that are legally placed on the market to be 100% suitable for reuse: a win-win for the environment and for the reuse sector. If that became law then that would be the standard everyone would be working towards.

We plan to launch several new initiatives this year that will benefit and support our members. Look for news about this early

September, or contact me directly at

President@etira.org. ■



David Connett, president of ETIRA, <President@etira.org>

Seven Reasons Why a Digital Marketing

Ankitaa Gohain Dalmia



You Should have Strategy



WE LIVE in the digital era.

From the moment you get up in the morning to right before you close your eyes for a good night's sleep, you are "online. " Maybe you are doing it for your business, or just sharing "selfies" with your followers, but you are online. Every day.

So in this digital era where digital marketing is the only means to get yourself noticed online, why aren't you spending more time and effort on building your own custom Digital Marketing Strategy (DMS)?

A DMS is the plan to streamline your efforts into the different forms of digital marketing you might have employed for you and your brand, including (but not limited to):

- Website
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- PPC (pay-per-click) advertising
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While you may be using some, or all, of the above forms of digital marketing, a proper strategy can give you so much more.

Here are my 7 reasons why you should have a digital marketing strategy:

1. Integration with your Business Goals

Have you heard of the VMOSA technique? It's used by organizations to develop strategies, and includes:

- Vision
- Mission
- Objectives
- Strategies
- Action Plans

This VMOSA technique is at an organization level, and digital marketing can be one of the strategies employed to help the organization achieve its objectives in the long run.

By integrating a digital marketing strategy at this top level, you are automatically setting goals and KPIs for your digital marketing efforts. This gives you more direction, and helps you plan, take action, track, measure and analyze your efforts far more better, instead of investing your efforts independently in different forms of digital marketing.

This way, you know what your destination is and you have the map to get there!

2. Claiming Your Market Share

To be successful in your business, you first need to let the world know who you are and what you do. An easy way to establish your identity in your industry is by using your website and blog(s).

This enables you to grab your market share, otherwise your competitors will beat you to it.

A good digital marketing strategy helps you define who you are, what you do and what you need to say to stand strong in your industry.

3. More Awareness on Who to Target – Go Beyond Local

As you get into defining your strategy for digital marketing, you will grow more aware of your target audience. It might not be just the local market that is interested in your services or products, it can be the people in the next town, state, or even country.

Using the right tools to build the buyer persona based on your strategy helps you target more potential leads, leading to more customers, and hence, more success in business.

4. Interact and Engage with the Target Audience, Even in Real Time

You are active on your brand's social media accounts, but have you analyzed

what your goals are, to be active on any social media platform in the first place?

Surely not to discuss the success of the latest Avengers movie!

I am a big fan of the Avengers movie franchise and I love jabbering about it when the right opportunity shows up, but I wouldn't do that from my brand's social media account. I would be doing this from my personal account, discussing fan theories on whatever might happen in the next Avengers next year.

My point being you can be wildly popular on social media, but unless you are seeing your interactions and engagement with your followers (not necessarily target audience) yielding in direct sales, or traffic into your website, all your efforts on social media are in vain.

That's when a good digital marketing strategy comes into play. It would help you engage with the right people at the right time to increase the overall ROI of the brand. Yes, you can still talk about the next Avengers movie, just as long as you are also interacting and engaging with the right audience.

5. Earn Trust by Being Readily Available Online

When you come across a new brand name, what do you do? You look it up on



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your phone, and if your phone is running out of “juice,” you wait till you can get your hands on your laptop or desktop. But you do look it up. Once you find it, you browse around until you find the information you wanted.

However, if you don't find a website (or only a really dated one) you start having doubts whether you should have been bothered with the brand in the first place (unless of course, you know someone from that brand—and that's a different story).

This means at the bare minimum, you need a website to establish that you are legit. And since you have a digital marketing strategy, you already know what you have to display on your website.

6. Provides More Bang for Your Buck – Better ROI

In small businesses or startups, usually 1-2 people are assigned to work on digital marketing. And with a good strategy in place, many (or all) of the goals can be achieved.

However, by comparison, you may have many people working on the ground to sell your services or products, and their levels of success may differ, depending on a various number of reasons.

So when you compare the two (after collecting the necessary data of course), you will realize a good digital marketing strategy helps to bring in better and more ROI.

7. Caters Better to the Mobile Consumers

A lot of people nowadays use their mobile devices to make purchasing decisions. If you want to refill your printer ink, for example, you will search for a service provider near you with your mobile phone or tablet. Even if you don't make the purchase right away, you will browse to see which businesses can provide the best service—and it all adds up to your final decision.

Believe it or not, but your target audience is also doing the same with you. They are trying to see if you are the best in the business and they are most likely using their mobile devices to search for you and your competition online to make a decision.

If you have a good digital marketing strategy in place, you would have already done all that you can do to entice that target audience to you, and away from your competition. And that's why a good strategy will help you.

In Conclusion

So what do you say? Are you ready to set up your digital marketing strategy?

Start with your brand's strategy using the VMOSA technique mentioned in this article, and half your work will be done by the time you get to the point where you have to plan your overall digital marketing strategy for your brand.

Remember to also define your brand voice and tone while doing this. Your brand voice is the personality and tone is the emotion of your brand. And you have to stick to it to build good brand authority online. ■



With more than ten years of experience in digital marketing, Ankita works with brands worldwide to deliver high-quality online experiences to their target audiences. Her mission is to make brands more human online, so customers and brand both benefit in the long run. Email her at <agd@ankimage.com>.



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Mike Josiah

Remanufacturing the HP Color LaserJet Pro M254, MFP M280 (CF500A/X-CF503A/X, 202A/XS Series) Black and Color Toner cartridges

First released in July 2017, the Color LJ Pro M254 series of color laser printers are based on a 22ppm black & color, 600 Dpi engine. (3600 DPI with RET).

The first page out is stated at under 10.2 seconds black, 11.8 color. Standard installed memory is 256MB.

New cartridges do not come with a drum cover. They use a plastic box insert to protect the cartridge. It's a good idea to have your customers save these inserts. See Figure 1 The starter cartridges that ship with the printer are rated for 700 pages CMY and 800 pages black



▲ Figure 1

The end caps are plastic welded, and the DB has a left hand threaded screw, but once past the welds these cartridges are not that difficult to do.

The printers currently based on the M154 engine are the:

HP LaserJet Pro M254nw
HP LaserJet Pro M254dn
HP LaserJet Pro M254dw

HP LaserJet Pro M253

HP LaserJet Pro MFP M280nw
HP LaserJet Pro MFP M281fdn
HP LaserJet Pro MFP M281fdw

The cartridges used in these machines are (HP 202A/X series)

CF500A (Black)	1,400 pages	\$64.99
CF501A (Cyan)	1,300 pages	\$76.99
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Mark Dawson



What can Independent Channel Resellers of Printer Supplies Expect?

Change brings lots of exciting opportunities to look forward to.

We are living in a period of unprecedented change, driven by technology and changing social habits. Some call it the Fourth Industrial Revolution. Change brings lots of exciting opportunities to look forward to.

However, there are several elephants in the room... and they cannot be ignored. The biggest one is volume. The market is flat, evidenced by HP's latest quarterly investor earnings call. It acknowledges that we are entering the end game with further consolidation inevitable.

Two more elephants: by 2020, 50 percent of the global workforce will be millennials. Gen-Y prints less. Gen-Z doesn't print. Two outcomes: reduced consumption as these habits arrive in the workspace and changed procurement behaviour, facilitated by the other elephant, technology. Millennials do not call and do not want to be called. They communicate through social media. They source online. If a printer cartridge does not arrive as part of a managed service, it will be procured with three mouse clicks.

Amazon is not so much an elephant: more like a leopard. Amazon Business launched in the U.K. in April 2017 and by mid-December had 90,000 companies buying office supplies. It is growing in Germany and France and just launched in Spain and Italy. Office Depot referenced it as a key factor in shareholder value erosion. Resellers beware.

There are other elephants too. The share of MPS will grow further. Historically focussed on the corporate segment, providers are now penetrating SME, the traditional hunting ground for independent resellers. Continued page migration from desktop to floor-standing devices



reduces further the accessible market for transactional resellers.

In difficult times it is natural to seek support from friends. Yet, OEMs are reigning in their channel support while increasing direct sales activities. Most wholesalers have direct divisions. Yesterday's partners are today's competitors.

So, what's to look forward to? One of our industry's thought leaders, Ian Elliott of E&S Solutions, provides us with a pertinent reminder that technology is a great leveller: "It does not matter if you are a one-man band or a multi-million dollar business, you can make your business look, feel and behave like a multi-billion dollar business by deploying an integrated information technology platform and learning how to use it".

I don't suggest trying to beat Amazon at its own game, but I do recommend that resellers combine a cohesive digital marketing strategy with an improved value proposition.

Priority should be given to tools that enhance customer stickiness. One such tool is easyQ. This mobile app connects all

users with all assets and with all providers of assets in any organisation. For printers and copiers, supplies and service are automatically requested simply by scanning QR codes with a smart phone. For those selling cartridges transactionally, this is exciting. For those already delivering MPS, easyQ brings important efficiency gains and cost reductions.

Reseller value propositions can also be strengthened by brands that provide margin enhancement for the channel. One such brand is IBM. A range of IBM printer cartridges are available under license for use in HP's LaserJet range. A selective distribution strategy avoids commoditisation. Intelligent positioning multiplies reseller cash margins.

New revenue streams can be created by entering the 3D space. One particularly exciting vertical is education. Schools around the globe need resellers to help them with tools for STEM learning. This market will exhibit explosive growth. Resellers currently supplying printer cartridges to schools are well placed to take advantage.

There are lots of opportunities for the reseller community to increase competitive advantage and to grow sales and profits. ■

Dawson joined the imaging supplies industry in 1987, as a graduate mechanical engineer, and began his career in quality assurance and then production management before moving into sales & marketing. He has held senior positions with both American and European Corporations, including MSE and Clover. He is currently a Director with IOP (Internet of Printing BV) whose mission is to help independent resellers find new revenue streams and optimise margins. He can be contacted at mark@iopbv.com for more information about easyQ, IBM replacement cartridges and 3D Printing solutions for schools.

OEM Trademark

Usage Leads to US Seizures of Products

Tricia Judge

THE AUTOMOTIVE aftermarket has set several precedents that have been used by the imaging supplies Aftermarket (and many others) to further the cause of overall remanufacturing. Conversely, they celebrate and employ precedents set by the imaging supplies aftermarket as well. In the past five leading cases in the U.S., the Int'l ITC has filed joint briefs with the automotive aftermarket to further enhance our power and demonstrate the commonality of our goals.

Yet another interesting case has cropped up that deserves watching by all Aftermarkets. The main player in the case is automotive mega remanufacturer LKQ. LKQ was initially formed in 1998 through a combination of several similar recycling businesses located in Florida, Michigan, Ohio and Wisconsin. It expanded through internal development and more than 220 acquisitions of Aftermarket, recycled, refurbished, and remanufactured product suppliers and manufacturers.

In February, LKQ filed a suit against the U.S. Department of Homeland Security, in particular its Customs and Border Patrol agency (CBP), for illegally seizing its automotive grilles. CBP claims these grilles are counterfeit or violate the OEMs' trademarks, in defiance of the Tariff Act of 1930.

LKQ argues that there is no way that either of these claims are valid. "Generally, these trademarks, as applied against LKQ, purport to cover the shape of the grilles

themselves," the complaint reads. "However, LKQ's Repair Grilles cannot violate the OEM's trademark rights (a prerequisite for seizures under the Tariff Act) because they are authorized under the long-standing and well-established trademark doctrines of functionality and repair. Further, in many instances, LKQ's Repair Grilles are expressly licensed by the OEMs. Finally, LKQ's Repair Grilles are not likely to cause confusion amongst purchasers or the relevant public."

LKQ outlined a host of seizures, and decried CBP's actions as a "campaign"



that favors a monopoly for the OEMs. "Beginning in April 2017, CBP began its campaign—which continues through to the present day—of erroneously applying the Tariff Act to Repair Grilles being imported by LKQ (the 'CBP-Automakers Grille Monopoly Campaign')," the complaint reads. "The CBP-Automakers Grille Monopoly Campaign has since resulted in more than 165 unlawful seizures of LKQ's Repair

Grilles intended for delivery to LKQ's customers.

These seizures have resulted in the unlawful detention, seizure, and threatened forfeiture of thousands of LKQ's products embodying hundreds of different grille designs." Most seizures occurred at the port of Savannah, Georgia, but others occurred in the ports of Long Beach, California, and International Falls, Minnesota.

Since the seizures have begun, LKQ claims, it has submitted 81 petitions seeking the release of its goods, and has met personally with CBP attorneys. "In each petition, LKQ requested that CBP:

- (1) determine that LKQ's Repair Grilles are not counterfeit as a matter of law, but, rather, that they are lawful replacement parts; and (2) release the seized Repair Grilles," the complaint reads. "LKQ argued that its grilles were not counterfeit as they were authorized by law under the functionality and repair doctrines, they were authorized by the Automaker under confidential licenses, and/or they were not virtually indistinguishable from the registered

and recorded trademark relied upon by CBP as the basis for its seizure. LKQ's petitions were fully supported by two nationally-recognized trademark experts: Professors Mark P. McKenna, of the University of Notre Dame Law School, and David J. Franklyn, of the University of San Francisco School of Law. Professors McKenna and Franklyn submitted sworn declarations that, in their opinion, LKQ's Repair Grilles were non-



infringing and the asserted trademarks could not be asserted against the Aftermarket repair parts market.

After making herculean efforts to get its products released, the CBP remained steadfast in its position, leaving LKQ no option but legal recourse. Despite LKQ's many attempts to explain the lawfulness of its Repair Grilles, CBP continued (and continues) to seize LKQ's Repair Grilles. "As months went by without any ruling on LKQ's petitions, and with seizures continuing to mount, it became clear to LKQ that CBP believed it had unfettered discretion to rule on the petitions at its leisure, having no duty or obligation to resolve the issue forthwith or without delay."

The case involves the trademarks of all the major automotive OEMs, who are enjoying the benefits of CBP's activities, despite taking no action themselves. "LKQ has contacted each of the Automakers to request that the Automaker provide written consent to CBP for LKQ to import the lawful Repair Grilles," the complaint reads. "However, only BMW—recognizing the legality of LKQ's Repair Grilles—has provided written consent to CBP. Despite never bringing (or even threatening) legal action themselves, each of the other Automakers has refused to provide said consent despite full awareness of the legality of LKQ's activities under the law. In fact, in each of CBP's final agency actions denying LKQ's petitions, CBP has stated that they have consulted with the Automakers corresponding to each of the Cases and that in each Case, the Automakers have claimed

that 'the protected marks were not authorized to be applied to the merchandise in question.' On information and belief, the Automakers have been complicit in the CBP-Automakers Grille Monopoly Campaign by misleading CBP as to the legality of LKQ's products; and with regards to Ford and Chrysler, they have further misled CBP as to the scope of the confidential design patent license agreements between LKQ and Ford and Chrysler."

The OEMs in other markets are most certainly watching. The imaging supplies Aftermarket has had concerns about the use of OEM marks for decades. And with the number of products being imported, again, this case will have applicability. Stay tuned. ■

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-etc.org>



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Ray Stasieczko

Looking Forward Past the Horizon

“Innovation is what you find on the other side of the horizon; you find it when you can look past what is in front of you.”

WHEN YOUR goal is to plan a new path forward, remember getting directions from old maps never account for new changes let alone imagined destinations.

Escaping from the prison of complacency is the innovator's journey. To those delivering innovation, the question is this: are you innovating by recreating something, or merely giving something a facelift? Innovation changes the delivery or the means to the customers' current desired outcome, and sometimes innovation causes the outcome itself to become obsolete. Innovation is not about saving outdated products or outdated sales strategies. Innovation is giving birth to the way things should be, and complacency will always believe what it is; it is more important than what it could be, or should be.

Over the last couple of years, many organizations have found themselves fighting for relevance; they create their visions by looking through the screens of their memories. The reality is you can't walk a new path forward if you constantly allow the old path to get under your feet. It's the leader's dreams and imaginations that allow the unexpected to suddenly appear. Leaders with imagination can visualize the future, and



most importantly they are not frightened by what they see—even if what they see is void of what they know. Imagination is the outline of future directions, and true innovative leaders always write the directions others will follow.

“Leaders looking forward must be able to see over, under, and through the walls of sameness they do this with visions of what could be and ignore the attempt of yesterday's memories to blind them.”

Most of us my age grew up in a world that, for the most part, told us not to dream, and told us daydreaming was a waste of time. I, for one, am glad I didn't pay attention to that unimaginative, so-called wisdom.

The truth is: if you can't look past what's in front of you, you will never visualize what's on the other side of the horizon. Think of it this way: reality is a cost, and the value of your reality comes from the investments you make in dreaming. The battle the dreamer finds himself, or herself, it will challenge their fortitude. They will either stop discussing

what they dream or worse, they will talk themselves into not dreaming at all. Visionary individuals never dismiss their imaginations and capitalize on their competitors who are stuck in the complacency of their memories.

So, “introduce your dreams to your imagination and build

something.”

The best thing about dreaming is no one can change the channel on your imagination—unless you let them. Next time you find yourself lost in a world of status quo, turn on your imagination network and dream. Just keep in mind implementation wakes up dreams, and innovation is the result of awakened dreams. All of humanity should not only read—they should dream as well. If you agree with this, re-adjust your diary and find time to imagine what it could be, and remember this.

If you're not there in your mind, you will never get there in person. ■

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



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Steve Weedon



Desperate Times Give Way to Lies and Fake News

Potentially, the cheaper, non-infringing new built compatible cartridges could see the Aftermarket double its market share within five years.

NOTHING irritates me more than carefully prepared propaganda that is designed specifically to misinform and misrepresent industry information for the purpose of benefiting those who have their own agendas. It's transparent of course to those "in-the-know" and potentially influential to those that are not, but seeking to learn.

There is a lot of nonsense written and said about our industry by those who try and prosper from the falsehoods they propagate.

Let's take one claim that is repeated time and time again, as a blatant example. "Every cartridge coming out of China is a clone, and patent infringing." Sound familiar?

Some media and some western remanufacturing companies attempt to influence every cartridge reseller, dealer or wholesaler that it is true. Why? Because they fear losing business to Chinese imported products and they use the "everything from China is a patent infringing clone" defense to fight it.

Such blanket statements are simply untrue. They are fake news. The truth about imaging products exported from China to the West does not help their cause, so it is hoped scaremongering and creating false impressions will urge customers to remain loyal and keep prices stable.

Let's clear this off the table once and for all. To say every imaging cartridge imported from China is a clone and patent infringing is a lie. Some world-class companies within our industry have made huge investments to build unique patent portfolios and have successfully designed and produced alternative new-built imaging cartridges that are a legitimate work-around alternative to an OEM original product. They are not clones,



nor are they patent infringing.

However many of these new-built cartridges have a winning edge that seriously worries the competition, and rightly so. By virtue they are not remanufactured means they do not have a high empty cartridge cost in the bill of materials as do remanufactured cartridges. They do possess a consistently high quality and a lower price point than remanufactured products, and are also "patent safe" in that they do not infringe the OEM patents.

Of course not all compatible cartridges coming out of China are like this. It is probable that most Chinese companies attempting to export imaging cartridges into the U.S. and European markets are infringing and are a "copycat" of the OEM. Such companies should be exposed and sued by the patent holder. Hopefully they will be. But it does not give license to create a false impression that everything from China is bad.

The term "clone" is like a returning bad penny that you never seem to get rid of. The term should be reserved for a new built cartridge that is an exact replica of the OEM in all respects. It follows, therefore, that if a new built cartridge is not an exact replica of the original OEM, it is not a clone. An

Aftermarket toner is not a "clone" toners, as often reported, since many differences are evident in the formulations, which for the most part are "secret recipes" rather than patented formulations. Patents that exist in the toner area are more to do with how it is manufactured than the finished toner powder itself. When looking at toner powder, how can you tell if it was manufactured in a way that infringed someone's patent?

Fake news is probably here to stay. When the facts don't suit the argument, sell fake news. It's like telling lies convincingly: some will be fooled some of the time, but not everyone will be fooled all the time.

There are now three choices and each is here to stay. 1. OEM genuine originals; 2. Remanufactured; and 3. New built non-infringing compatibles. The pros and cons of each will win or lose customers. However, the facts will prevail, not the fake news.

Potentially, the cheaper, non-infringing New built compatible cartridges could see the Aftermarket double its market share within 5 years. That volume increase will come from the OEM's share and from those mainstream remanufacturers who do not transition. Both the OEMs and Remanufacturers are seriously worried and some with are desperately creating a false picture.

As Ronald Reagan said, "Trust but verify." ■

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



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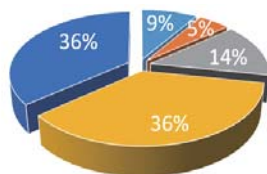


A printer consumes about three times more power than a desktop computer while both are being actively used. However, while in idle mode, the desktop computer uses about five times more power than your laser printer.

(Source: <https://blog.inkjetwholesale.com.au/printer-education/12-fun-facts-about-printers/>)

RESEARCH

What excites you most about the future of the industry?



- A The imaging supplies landscape will keep changing new-built and remanufactured cartridges jockey for position. I hope to see both survive; 9%
- B New opportunities will arise as legal decisions favor remanufactured. We will be building or retooling using remanufactured products as a sales builder; 5%
- C I am looking forward to seeing more partnerships being struck between the OEMs and the Aftermarket, and watching the industry expand that way; 14%
- D How we deliver print and how we add value beyond the device and output will be the focus of our business going forward; 36%
- E Nothing particular excites me at this moment, and I am frankly rather concerned about our future. 36%

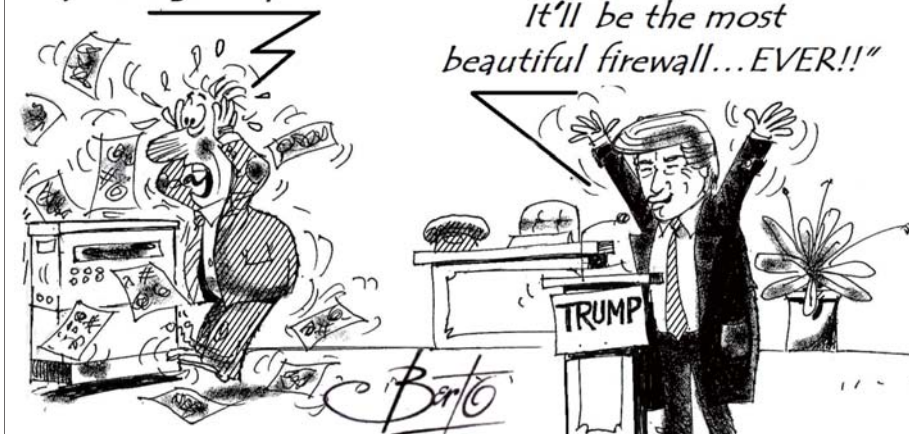
IMAGING SHARE PRICES

(As at 20 July, 2018)					
OEM	Prices		Aftermarket	Prices	
	Last Month	This Month		Last Month	This Month
Brother Industry (Yen) (6448:Tokyo)	2,297	2,220	Ninestar (RMB) (002180:Shenzhen)	29.15	31.45
Canon Inc. (US\$) (7751:NY)	33.90	36.19	Hubei Dinglong (RMB) (300054:Shenzhen)	9.40	8.93
Seiko Epson (Yen) (6724:TYO)	1,944	1,949	Suzhou SGT (RMB) (002808:Shenzhen)	10.40	10.52
HP Inc. (US\$) (NYSE:HPQ)	23.80	23.19	(Sources: Google Finance and bloomberg.com)		

BERTO'S LAST LAUGH

"Help me! My printer has been attacked and is printing out junk!!"

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