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DEBATE



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## WILL THE HOME OFFICE BE THE NEW NORMAL?

Argentina-based Enriqu  Stura joins countless millions at home. Read some of their stories

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Enrique Stura has been a writer and trainer for remanufactured cartridges for more than 30 years and is based in Buenos Aires, Argentina.



*The global pandemic has forced countless millions into lockdown and having to work from home. It's looking like this will become the permanent new normal. To support our advertisers and readers, RT staff also worked from home during China's lockdown. Pictured is Amber Guan, Manager of the Communication Department for Comexposium Recycling Times Exhibition Services Limited (RT).*

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Invention Patent No.: 201911197232.X



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3200d/3500d/4400d/3205d/3505d/4405d

Invention Patent No.: 201911197232.X

 <b>KLD-MX310</b> CN Invention Patent No.: 201910495312.7 US Invention Patent No.: US16451011 EU Invention Patent No.: EP19182322.8	 <b>KLD-TN-328/626</b> CN Invention Patent No.: 201911341906.9	 <b>KLD-W1108A-W1103A-W1143A</b> CN Invention Patent No.: 201910813795.0 US Invention Patent No.: US16575369	 <b>KLD-IMC3500/MPC3503</b> CN Invention Patent No.: 201911189749.4
 <b>KLD-SP C352/C360/361</b> CN Invention Patent No.: 201910204654.9	 <b>KLD-NPG-73/GPR-57/C-EXV53</b> <b>KLD-NPG-71/GPR-55/C-EXV51</b> CN Invention Patent No.: 2019104118310.1 US Invention Patent No.: US16442687 EU Invention Patent No.: EP19180456.6	 <b>KLD-TK1200/1150/1160/1170</b> CN Invention Patent No.: 201811374841.3	 <b>KLD-OKI 310</b> CN Invention Patent No.: 201910895742.8 US Invention Patent No.: US16595517
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# Tricia Judge



Something that can't even be seen has sickened millions and killed too many. It has literally stopped entire economies. It has exacted a heavy toll on the imaging supplies industry too.

Numbers from the experts differ, but the industry shrank up to 35 percent, as customers turned off their printing devices, and went home to be safe. OEMs, aftermarket manufacturers and remanufacturers alike were impacted ... hard.

In this issue, you will read about



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the impact on the industry from every geographic region and how different the responses have been. There are some constants, such as the explosion in SOHO products that some have turned into a small bright spot.

To lighten the COVID dark days, many have found productivity and even humor in quarantine at home. Check out our tales from folks around the globe.

The COVID nightmare was destined to have some silver linings. Here's one: we've come together to find ways to thrive once it's over. In this issue, every populated continent has checked in to share their ideas for moving forward.

Industry leaders from Europe, India, China, the U.S. and elsewhere have added their views. We have a debate: Laser versus Inkjet post-COVID. Cartridge World has shared its pick for the best printers for every environment. And from China, some cool new printing products that I want for my home office.

And we will work through it. At the end of the nightmare, we will still be here, helping each other.

New business models will be adopted, and the industry will adapt to them. Google, Facebook, Dell and Walmart have all told their telecommuters to continue to work from home, even when the virus is eradicated. Other companies will as well, which means that printing will be occurring at home in a big way. Printing will also return to corporate offices.

The "office" will take on many new meanings. And the imaging industry will find a way to service all offices in all their splendor.

*Tricia*  
Senior Consulting Editor



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# Inkjet is a Better Business Tool

 Jarek Yang

Since joining Ninestar in 2004, Yang has been responsible for researching and developing inkjet and ink products for the company. As one of his past accomplishments, Yang led a team to launch Eco-Saver series of inkjet cartridges. His experiences in this field have allowed him to gain unique insights into the inkjet market.

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# DEB



**Inkjet**





# Toner/Laser Will Continue to Dominate

 Graham Galliford

Graham J. Galliford is a world-renowned consultant, researcher, writer and speaker for the global imaging industry. His work has encompassed technologies in a variety of printing components and products but has worked primarily in the field of toner-based printing technology since 1974. He can be contacted at [graham@gallifordconsulting.com](mailto:graham@gallifordconsulting.com).

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# ATE

 Laser





*Jarek Yang*

# Inkjet is a Better Business

Going back ten years, the debate has raged whether the laser printer or inkjet printer is more suitable for commercial printing. The answer has been beyond a doubt: laser printers are more suitable for commercial printing. Today, we should question that conclusion. From an industry perspective, let's consider our options by creating a hypothetical small business with a monthly print volume of less than 3000 pages.

## Printing Speed: More Options in Inkjet Printing than Laser Products

In the prevalently-held industry opinion, the speed of inkjet is slow and unsuitable for business applications. However, with the

development of precision manufacturing and the improvement of print head manufacturing technology, the speed of inkjet printers has generally been improving. A business with a monthly print volume of 3000 pages is most likely a small office environment with three to five people.

According to experience, such a workgroup prints documents relatively comprehensively, and the output is more black. However, color printing options are also preferred. Efficiency (speed) is usually not a primary concern. Studies have demonstrated that the printing speed of ten to 20 PPM is acceptable. Judging from the speed distribution of black

color printers, models with print speeds of 11-20 ppm account for 22.9 percent of laser printers, and 58.57 percent of inkjet printers. So in terms of speed, inkjet printers offer more options than laser printers.

## Inkjet Power Consumption is Lower than that of Laser

Generally speaking, the power of inkjet printers is generally between 10W-40W, and laser printers are generally between 200-400W. To determine optimum choices, compare the printer models with high sales in the European market designed for a workload of 3000 pages.

Canon MAXIFY iB4050	HP OFFICEJET pro8720	Epson WORKFORCE WF-5110	Brother HL-L3210CW	Kyocera ECOSYS P5026cdn
20W/H	35W/H	20W/H	390W/H	390W/H

■ Laser Printers  
■ Inkjet Printers

## Cost per Page is Lower than Laser

Now consider the cost-per-page of the above products as follows:

Devices	Canon MAXIFY iB4050	HP OFFICEJET pro8720	Epson WORKFORCE WF-5110	Brother HL-L3210CW	Kyocera ECOSYS P5026cdn
Price	US\$ 170.32	US\$234.71 [Athena Services]	US\$46.66 [Stonehill Office Supplies]	US\$289.63 [Amazon]	US\$305.86 [Amazon]
Consumables	PG2500BKCMY	HP957K/953KCMY	T7901-4	TN247KBMV	TK-5240
BK	US\$43.57/2500 = US\$0.017	US\$69.74/3000 = US\$0.023 US\$64.35/2000 = US\$0.032	US\$43.35/2600 = US\$0.017	US\$77.23/3000 = US\$0.026	US\$90.34/4000 = US\$0.023
C	US\$32.17/1750 = US\$ 0.018	US\$42.90/1600 = US\$0.027	US\$38.43/2000 = US\$0.019	US\$77.23/2300 = US\$0.034	US\$89.65/3000 = US\$0.030
M					
Y					
Source	Canon Official Site	HP Official Site	Amazon	Brother Official Site	Amazon

■ Laser Printers ■ Inkjet Printers

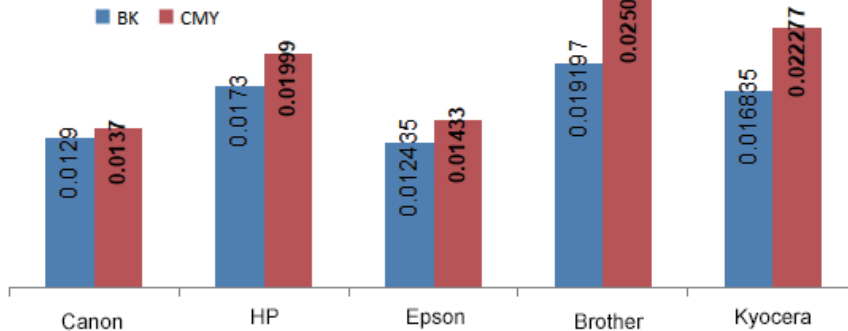




# Business Tool



Comparisons on Cost per Page



## The Operating Failure Rate of Inkjet is Lower than that of Laser Products

Inkjet is a non-contact printing operation. The print head and the paper are not in direct contact, and there are only two steps from inkjet to imaging. The imaging path is short, and the machine failure rate is low. Laser printing involves contact printing. The imaging unit is in close contact with the paper, and there are seven large units in contact with the paper, which leads to more paper jams and a higher failure rate.

### Other Factors in the Debate:

- Paper has been designed for a host of different printing applications. However, the application range of inkjet paper is better than that of laser printers in office settings. There are slightly more categories for paper designed for inkjet use than those designed for lasers, such as commonly used adhesive paper and photo paper. And laser printers are far more demanding of its paper and therefore have relatively higher quality (and therefore price?)
- Small office uses often include printing

photos. In terms of color reproduction of the photos, inkjet printers are better than laser printers.

- Comprehensive operating cost performance: The overall operating cost of inkjet is lower than that of laser products. We can apply a formula to make a calculation:  $\text{Printer price} / \text{service life} + \text{consumable price} / \text{number of printed pages} + \text{electricity bill} = \text{comprehensive cost performance}$ .
- The price of the printer here is fixed. Given the above several machines used in our hypothetical, the price of the laser printers is higher than that of the inkjet printers.
- The price of the inkjet cartridges is generally lower than that of laser cartridges. The power consumption of inkjet printers is about one tenth that of laser machines, so the electricity bill is lower in terms of usage rates.

In conclusion, inkjet printers are now better suited to serve businesses with 3000-page monthly usage than laser printers. ■

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# Toner/Laser Will Continue to

How is “dominate” defined? It can mean rule or control, exert the supreme determining influence, overlook from a superior height or be predominant in something. To most, I believe, it is the latter that would be recognized as the indication of dominance of one print technology compared to another, but dominance in what way? Is it in number of cartridges sold to the market, value of supplies sold to the market, profit made in sales to the market or the number of pages printed by users? I believe the dominance is defined by the latter.

Why is toner-based printing currently dominant in the global office printing market? The predominance of the volume of prints made using toner compared to inkjet for business will continue, because of the large number of toner-based printers in the installed base, and the higher average monthly print volume for toner-based devices. In addition to this, the advantages in hard copy characteristics means that there is a user preference for pages printed using toner.

## Worldwide Printer Page Volumes

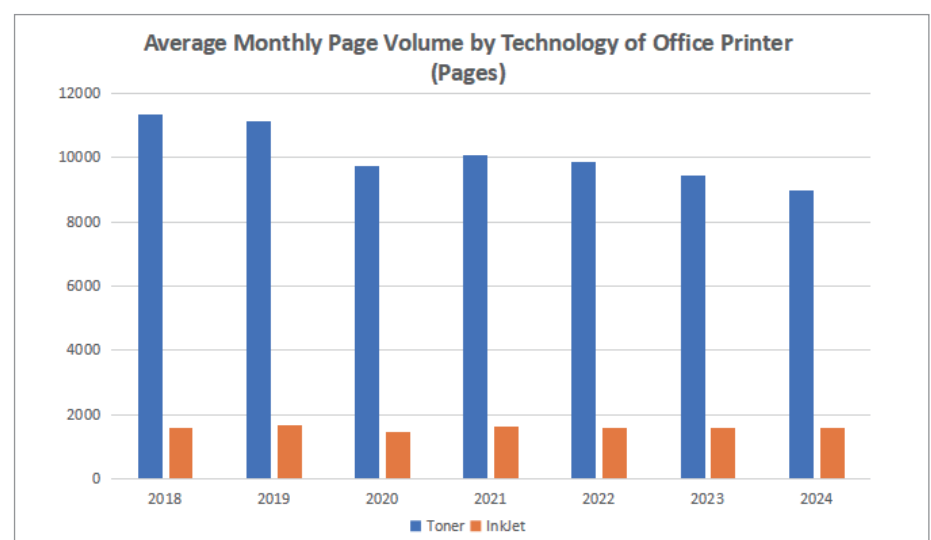
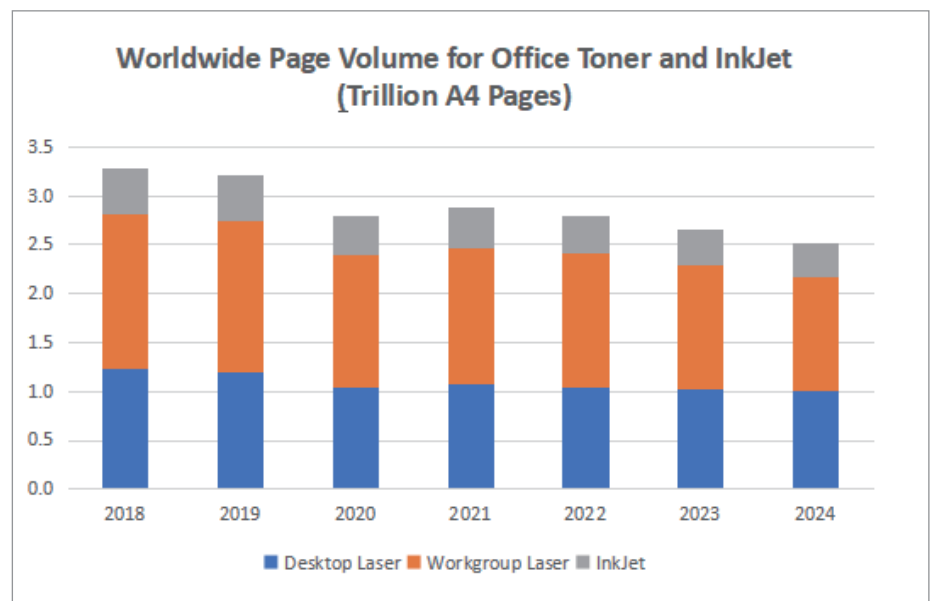
The total toner that will be consumed worldwide will continue to be about 180,000 metric tons per year and this will be used to make the equivalent of 2.75 trillion pages. Eighty thousand metric tons of toner is used in desktop laser printers each year. Therefore, globally 1.2 trillion A4-equivalent pages are printed by toner-based printers/MFPs. This compares to slightly less than one-half trillion by inkjet.

Worldwide page volumes printed from office printers are severely down in 2020, due to many offices being closed and many remote workers are not able to print at home. This is not only because of lockdowns, but also as the Covid-19 pandemic changes where and how work is done. Published research from International Data Corporation forecasts that total page volume will fall 13.7 percent from 3.2 trillion pages in 2019 to 2.8 trillion pages in 2020. It is predicted that the market will bounce back slightly in 2021, but page volume is now predicted to see a negative compound annual growth rate (CAGR) of -4.8 percent through 2024.

Over recent years, there has been a growing preference for digital collaboration in business and this will continue in the post-Covid world. This digital transformation will give rise to the growth of cloud print, digital workflow and changed print infrastructure. There may be a shift to the use of more distributed printers instead of larger workgroup printers. The pandemic has and will continue to accelerate the digital transformation of business and this will have an effect on print volumes. The predicted worldwide print volume is shown in the chart that follows.

## Average Monthly Page Volume and Digital Transformation

So, total page volume worldwide will decrease, and the average number of pages printed per printer will also decline with the growing digital transformation of the office. However, the average number of pages printed per month by toner-based printers will remain much higher than that of inkjet. Shown below is the predicted average monthly print volume from office printers by technology.





# Dominate Graham Galliford

Typically, the job type produced on laser printers is different from inkjet. The jobs printed on laser printers tend to be longer runs of multi-page documents. Such documents are less subject to digital transformation than simpler single-page types which are more typically produced using inkjet.

From the current moderated level, it is sure that business will resume substantially, meaning that business printing will resume substantially too. Changes in the working environment predicted are that 25 percent of workers will continue to work from home

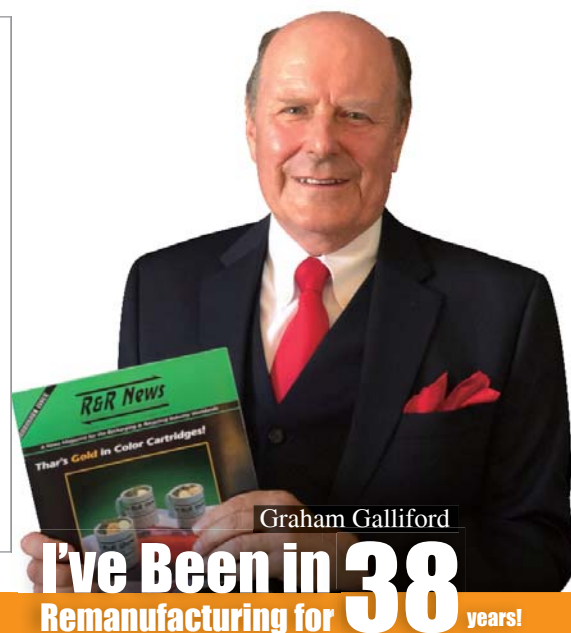
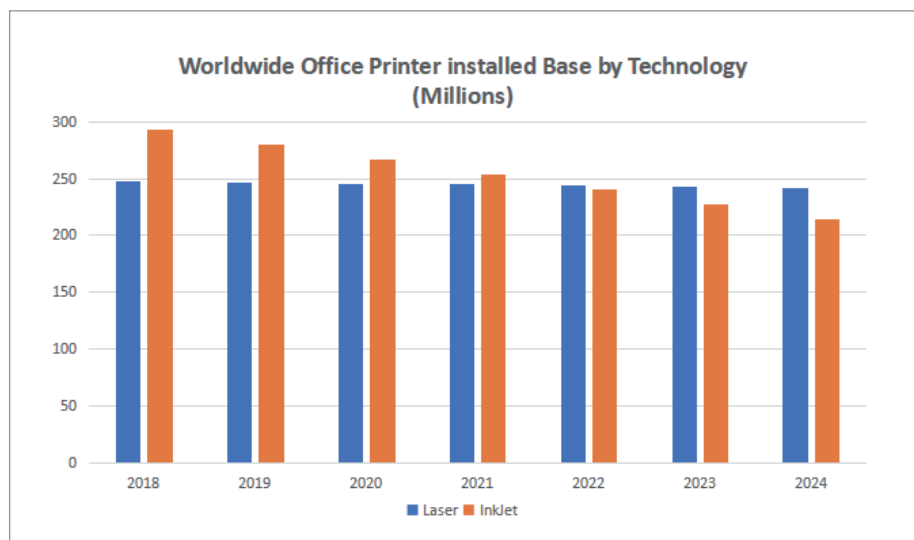
either 100 percent or a proportion of the time.

As a result, the digital transformation in documents in business will continue and likely accelerate. However, when working remotely, some workers will need to print. A large proportion of employees who were printing regularly in the office and are now working from home are printing less and working more digitally. Those that do have a printer at home are unlikely to have a device that adheres to the tight security standards that would be expected in a corporate environment so printing on an office device

through cloud printing will become more prevalent. Cloud print services are emerging as an effective way to implement a cost-effective print infrastructure enabling reduced capital expenditure and operating costs and is expected to expand.

## Why Are Laser Toner Printers Dominant?

The existing installed base of toner-based printers is robust and is not going to be reduced substantially in the near future. The forecast for the worldwide office printer installed base is shown below:



It was May of 1982. Canon had just launched the first print engine using the then revolutionary "all-in-one" toner cartridge. Throwing away the Canon PC-10 cartridges almost amounted to throwing away the whole copier!

I believed that the cartridge components must be good for longer service after the alleged 2000-page life. It is just that the toner would run out. I drilled a hole in a spent cartridge, poured in some Canon NP155 toner, reinstalled the cartridge, powered up, pressed print, and crossed my fingers. Eureka! It worked! That may have been the first remanufacturing experiment ever and it was the start of my journey in remanufacturing.

As the CEO of Coates in the U.S., I built a toner manufacturing plant and made the business into the most profitable operating unit in the global Coates Group. Despite resistance from the Group headquarters in London, I transitioned the company from an OEM supplier to focus on serving the then embryonic remanufacturing industry. After some years of refining and growing Coates U.S. business, I decided to take an opportunity to join Art Diamond in launching activities to support the worldwide recharging and remanufacturing industry.

In 1993 we developed the "R&R News" magazine and hosted the "R&R Show" in Las Vegas in October that year and "R&R Europe" in March 1994. As managing editor of the magazine, my objective was to answer some important needs of remanufacturers not being satisfied at the time. Our vision was to "foster the growth of recycling" by "advancing skills, broadening scope and deepening the professionalism of rechargers and recyclers."

Many issues addressed in the October 1993 premier issue of R&R News I am holding in the photograph are exactly the same today. The headline article was titled "That's Gold in Color Cartridges" - as true today as yesterday. Another major feature was concerning Ricoh's patent infringement action against U.S. aftermarket suppliers.

This year marks my 52nd in printing, my 46th in toner technology and the 26th anniversary of my company Galliford Consulting & Marketing. I continue my work in product R&D, business research and consultancy. After having published the definitive study of chemical toner manufacturing and marketing with continuous updates over the last 12 years, I am currently compiling an important new study of the global toner manufacturing industry, including all markets and companies, forecasting in detail out to 2023. I plan to release the study in November 2020.

Toner continues to be an exciting and dynamic field of endeavor in which I plan to be involved for years to come.





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from Page 11



There is, as can be seen, going to be a continued decline in the installed base of printers and this is of course signaling a change in work practices from digital transformation. The installed base of inkjet machines however will decrease more steeply than that of toner-based printers.

Already printer shipments worldwide contracted 7.5 percent to 21.1 million units in the first quarter of 2020. This was due to COVID-19 supply chain disruption as most manufacturers have their manufacturing plants in China. However, in that quarter there was growth in color laser MFPs in the 21-30 ppm range of three percent and ink tank inkjet devices grew 5.5 percent.

#### Why Toner?

So, this shows that toner-based printing will dominate the market in the coming years, but what are the attributes that distinguish laser-printed hard copy from inkjet prints and make that product more desirable?

#### Total Cost of Ownership per Page

Typically, the cost of a toner cartridge per page is around three cents and the cost of inkjet cartridges is six cents per page. However, a better comparison is in total cost of ownership per page.

Toner-based printers are at a small disadvantage here. Printer total cost of ownership per page includes capital cost for the hardware, cartridges, and other operating costs. In the U.S., the total cost of ownership per page for typical office inkjet printers is 1.35 cents for monochrome and 4.93 cents for color printing. This compares to 2.87 cents and 8.77 cents for color for office laser printers of similar class. This difference in cost is able to be justified because of better efficiency and quality of the hard copy produced by laser printers.

#### Archival Quality

An important area is that of durability. Toner prints have better archival quality. The attributes of light fastness and water fastness are especially important for this, and it is here that toner excels. Toner-based printers are also less subject to paper quality variances. Toner-based print quality on a wider range of papers is better than inkjet. Certainly, inkjet excels at printing vivid exhibit-quality photos on special papers, but the proportion of pages of this type of output printed globally is a small proportion of the total. Advancements in toner and printer technology have allowed color desktop laser printers to today produce high quality color photographs with added reliability, endurance, and economic benefits.

#### Efficiency and Convenience

Laser printers satisfy the demands of a workplace, printing faster than inkjet printers and therefore are capable of a higher monthly print volume. Desktop laser printers are the workhorse of offices because of the capability to quickly print large amounts of documents. The maximum monthly duty cycle and recommended monthly print volume are much lower for inkjet devices than laser printers. Typically, toner cartridges can print a significantly higher number of pages than inkjet cartridges. Toner cartridges are more convenient because they last longer. Typical inkjet cartridges contain an ink volume that can print between 130 and 1000 pages, while toner cartridge have page yields from 2,000 to more than 10,000 pages. More recent developments of CISS and ink tank printers have allowed inkjet printer to overcome this disadvantage.

It is not in question that printing in business, wherever that is conducted, will continue to be an important element. Toner-based printing clearly will dominate that space for many years to come. ■

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How often do you photocopy or print documents using your printer at work or at home?

While this may seem like a simple routine process, there may be more to it than what is apparent.

According to recent studies, the likelihood of your confidential data being retained on the hard drives of these print devices is quite real.

Several corporate printing devices deploy the use of internal storage for holding print jobs, as they await to be printed. Many enterprise printing environments implement secure printing via authenticated release, forcing users to enter a secure release code at the printing station before being able to retrieve printed content.

This security feature does ensure that only authorized users obtain their respective documents. However, it also causes pending print jobs, and possibly private corporate data, to remain vulnerable in the printer memory.

But what about the printing configuration you've got at home? Does your home printer also present the same data security risk?

People often sell their old printers for a

few dollars for any number of reasons, such as when they move up into the cloud or start using convenient, cost-saving public printing options. Does this mean that selling your aging printer is essentially equivalent to giving away all your sensitive data that has been printed or copied on this device?

#### Securing Your Network

Studies have shown that there does exist a significant printer security risk, because of data exposure through network-connected printing equipment. These printer security risks are present in environments where the printer is directly connected to the network,

- Change the administrator name and password credentials from the default to "customize" on your network as well as your printer through its IP address and EWS settings. Did you know that most printers are shipped with a blank password?
- Ensure you use highly-secure access identification methods.
- Modify the Internet service set identifier by editing your SSID.
- Implement wireless encryption that is compatible with all network-connected devices.

Following these steps will enable you to complete the first check in securing your print environment, by not allowing unauthorized individuals to connect to your private network.

**To guarantee complete security for your print environment, the priority in such scenarios should be to secure the wireless network to which that printer is linked.**

regardless of how many devices then connect and print through the printer.

To guarantee complete security for your print environment, the priority in such scenarios should be to secure the wireless network to which that printer is linked.

#### Practical Steps to Ensure a Secure Network:

#### Secure Access to the Printer Management Portal

Most network-connected printers provide users with management and control options which they can access via an internet browser, by entering the device's IP address.

Most management portals allow you to monitor toner/ink levels, start the document



# How Safe is Your Home Printer ?

 Mark Patenaude



Founding general manager of ePRINTit Secure Cloud Solutions, Mark Patenaude is a serial entrepreneur with extensive knowledge of people, sales, marketing, business finance, digital transformation and process management. Currently he is driven by many new business relationships developing the latest in new digital self-service and mobile and cloud technologies. <mark.patenaude@eprintit.com>

scanning process, view the device log for past activity, and more.

You should also encrypt access to the control portal through enabling password-protected authorization.

Securing access to the printer's management and control provides the second line of defense, denying hackers the ability to alter print controls.

## Remove the Printer Hard Drive

Now that you have protected your network and printer from being accessed by unauthorized individuals, you need to figure out whether your printer is storing digitized versions of your copy and print jobs in its internal storage.

To determine whether a particular printer has an internal storage drive that archives all jobs, you need to identify its storage characteristics. Begin your investigation by checking the technical specifications of your device, either through an online search or the provided user manual.

(If still unsure, you can contact the printer manufacturer and inquire directly about internally-embedded storage devices within your printer.) Once you have determined it

has one, you know you'll need to deal with it when you decide to part ways with the printer.

When that day arrives, what should you do? In printers where the storage drives are installed as optional parts, they are typically simple to remove. If you have some level of technical skills, you could also try linking the drive to a computer and format the entire drive, permanently erasing all embedded data.

## Securing access to the printer's management and control provides the second line of defense, denying hackers the ability to alter print controls.

Additionally, you can simply destroy the storage device after removing it from the printer. However, in circumstances where the printer's storage drive is permanently associated with the printer, removing the drive will effectively destroy the printer. If the manufacturer does not provide software that assists in storage deletion, then the only option may be throwing the printer out or having its plastic and parts recycled.

## Now That You Know, What Should You Do?

You know your current printer is a security risk and breaches can and do occur. What should you do?

- Enable automatic security patch downloads when they become available directly from the manufacturer.
- Fortify your network through the latest data encryption standards.
- Erase or even disable internal memory if possible, and disable physical access ports.

Hopefully, these are all helpful options to strengthen your printer security. But if you still are unsatisfied, you may want to avoid printing at home entirely and consider using a third-party public printing solution.

A public cloud-printing solution or ideal third-party solution offers you the ability to securely access and print all of your documents, whether it be located on your local device storage, cloud accounts, or emails, via secure cloud technology, and release the print jobs at a nearby convenient location anywhere, anytime. ■

# NEW MAKE IN INDIA POLICY

On May 12, India's Prime Minister Narendra Modi first announced his new mission of "Atmanirbhar Bharat Abhiyan" or "A Self-Reliant India Mission." His announcement of the pandemic-related economic package is worth Rs 20 trillion (US\$ 300 billion) which is approximately 10 percent of India's GDP.

The government has sought to distance itself from perceptions of protectionism and says that the purpose of the Atmanirbhar Bharat Abhiyan is to expand local industry's capabilities to promote exports and improve India's balance of trade. However, one can already

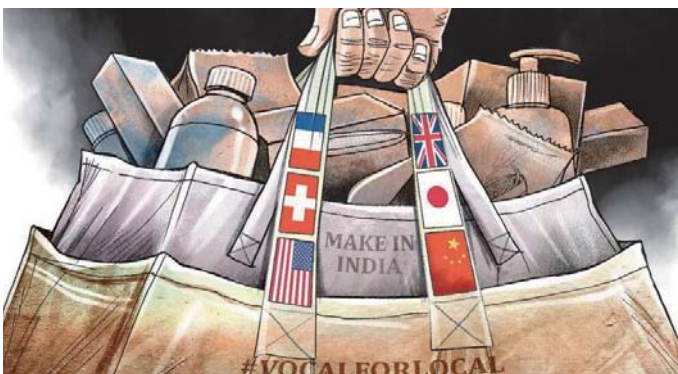
see the presence of import-substitution policies in the government's actions as it pushes Modi's earlier call for a "Make in India" movement and this time it is promoted by using slogans such as "Vocal for Local." A senior minister had said that India's 1.3 billion population is our strength and if they decide not to buy foreign goods, India's economy will see a massive and rapid growth.

To support this policy, the government has mandated all publicly-funded procurement to buy locally-produced goods and, after the recent Indian-Chinese border clashes in mid-June, the government issued

a memo asking publicly-funded buyers NOT to buy products made in China.

Almost everything sold in India in the printer consumables and components business is imported except for maybe less than five percent locally-made bulk toners. Also, a very small quantity of compatible laser toner cartridges are locally assembled but they also use 100 percent Chinese-made components.

The global imaging consumables and components industry is China-centric and China is the dominant source for all components that all other countries' manufacturers have to use. This makes







# IA POLICY

## —Is this an Opportunity for Printing Consumables?

 Dhruv Mahajan

Indian buyers, who want to import printer consumables (or even components) from other countries sources, uncompetitive and foolhardy as they will be priced out in India's extremely price sensitive market. Buying from sources other than China is unviable. The marketplace is currently comprised of hundreds if not thousands of imports, brought in by vendors who are all selling only based on price. Only Japanese bulk toner factories can supply bulk toners to India under Indo-Japanese free trade agreement, but these products are priced at least 20 to 30 percent higher than Chinese-made or Indian-made bulk toners. Korean toner manufacturers have the very same handicap and so also capture a very small market share and their products have restricted availability.

For the above reasons, India will remain dependent on Chinese imports for at least the next three to five years, unless the government bans the import of printer consumables. This has zero probability of happening as all OEMs have to depend only on imports from their parent Japanese

companies, and even U.S.-based HP and Xerox follow the same policy. Moreover, OEMs have large bulk toner, bulk ink and toner cartridge factories located in China, so therefore the import of Chinese-made products and printer consumables will continue.

**The government is also not going to ban imports from China or any country which is a WTO member, but is going to be encouraging Indian-made products under its Atmanirbhar Bharat.**

However, democratically-elected governments always respond to public opinion, which unfortunately is becoming anti-China due mostly to a jingoistic media. The government has officially been discrete, restrained and is not targeting the imports of any country. Unofficially, overzealous port agents and customs officers have delayed Chinese shipments. This has hurt manufacturers, from medium, small and micro enterprises to multinational corporations, and damaged

India's national image as the preferred destination country for foreign investment and factory placement, which the government has made a major priority as it attempts to boost the Indian economy and its citizens' incomes. It also has not had any significant impact on Chinese exports to India, nor is this or any such attempt

going to change the Chinese government's behaviors or plans. It is only what I consider a token effort.

The government of India has supported this "Made In India" policy by mandating that government and public-funded bodies to not buy Chinese-made products and asking other buyers and users to prefer to buy only Indian-made products by choice. To help buyers choose the products easily, Indian-made products are listed now in a separate section in the government e-market portal <https://gem.gov.in/> and country of origin will be prominently displayed on all online sites and market places including Amazon and Flipkart/Walmart starting on 8th August 2020. However, Chinese-made printer

# JOYFUL PRINTING WITH I-AICON PRINTING CONSUMABLES

Founded in 2006, Zhuhai Aicon Image Co., Ltd is a professional provider of printing consumables and office output solutions, with more than 6000 models, covering toner cartridge, copier kit, inkjet cartridge, bulk ink and printer ribbon.



100% FULL PAGE YIELD



STABILITY



ODORLESS / NO DUST



Environmental  
Friendly



CLEAR TEXT



SHARP OUTPUT



- THE JOY OF PRINTING -

— WE HELP PEOPLE WORK BETTER —



Facebook



Web





consumables, including toner cartridges are neither banned nor prohibited.

The government is also not going to ban imports from China or any country which is a WTO member, but is going to be encouraging Indian-made products under its Atmanirbhar Bharat. For compatible printer components and imaging components, it's going to take at least two years before significant local production happens.

The Indian market is not large enough to allow local manufacturers of compatible printer consumables the operation scale to compete successfully against Chinese exporters on quality, intellectual property and – above all – price, which is the only priority for Indian importers today. Also this market is too scattered and has too many players with no dominant Indian player. All of this despite the OEMs enjoying only a small market share by volume due to their products' exorbitant prices.

Local manufacturing in India will be feasible and will start only when at least one industry top three global leader starts manufacturing in an Indian city to cater to the local market, and also exports to markets with a local Indian partner even if not mandated by law.

Potential future Indian manufacturers of toner cartridges for laser printers and copiers/MFP cannot successfully compete with Chinese exporters of aftermarket printer consumables in terms of product quality, range of products, speed of launch of new products, R&D and above all price. Low price is the main priority and almost sole criteria for 95 percent of the importers. Without a government ban on import of Chinese-made printer consumables, Indian manufacturers just can't compete and will go out of business. This ban is almost impossible and will not happen as it is illegal. It would violate India's trade policy and laws, and is also against India's WTO signatory obligations.

I hope that the current sentiment and government policy encourages some local businesses to try to develop a program entitled "MADE IN INDIA FOR THE WHOLE WORLD." The best way is to partner with a global leader and build a global scale factory in India, and that company brings all its vendors and suppliers to start manufacturing in India. This has been successfully done for a long time by automobile OEMs who need to make cars locally to compete with Maruti Suzuki, which has a cost advantage. Samsung is successful in this strategy for mobile phones, and this is driven by

government incentives and barriers to competition. Major software producers including IBM have done this in the software market.

In order for Indian entrepreneurs (who have revenues too small in this business to be considered Indian industrialists) to successfully make toner cartridges and printer consumables in India, under the Atmanirbhar India, must partner with a major Chinese top industry player to meet domestic Indian demand and, above all, to cater to exports markets in Africa, Europe, Middle East and even the east coast of the U.S. (with the added advantage as an Indian made product will allow Chinese companies to bypass the Trump tax on compatible printer consumables). Thus, Indian-made toner cartridges and compatible printer consumables may come about sooner than expected, only if Trump is reelected as president of the U.S.A. ■

**Dhruv Mahajan**

**RT Global  
Partner  
for India**

*Mahajan is based in New Delhi as the International Business Development Manager for Fast Image Products responsible for the Gulf and South-east Asia regions. Mahajan is partnering with RT to bring VIP Expo one day intensive events to three cities in India each year. Please contact him at <dhruvm@zhfast.com>*



The impact of the COVID-19 epidemic on China seems to be gradually fading, but the impact and changes brought by it to the market and consumers will far exceed the effect of "SARS" in 2003 and the financial crisis in 2008. The epidemic has opened a gap in the traditional way people communicate and the way people work. Everyone is now required to keep his distance!

For health and loss reduction considerations, many companies recommend that employees work from home. So these new telecommuters have created a new work experience, as communication with their customers and colleagues has been transformed into contactless forms such as online video, teleconferences, and emails. Documents at work will not be printed and distributed to avoid the spread of virus through document papers. As the home is far from the office, documents that must to be printed can only be printed in the home office. More data and documents are obtained and distributed through the cloud. The impact of these new changes on the printing market can be imagined.

IDC's print peripheral product research

report for the first quarter of 2020 shows that China's business print peripheral product (inkjet + laser) shipments in the first quarter of 2020 decreased by 25.9 percent year-over-year. Among them, small companies with less than 100 employees, shipments fell 44 percent year-over-year, while shipments of consumer printing peripheral products increased 153.2 percent year-over-year.

The growth of consumer market shipments is mainly driven by the demand for home office products for use by both homebound students and telecommuters. IDC believes that in the second half of 2020 and 2021,

### With the decline in the unit price of ink cartridge printers and lower color printing costs, the consumer market has grown faster

as the impact of the epidemic subsides, the growth rate of the consumer market will gradually slow down, but the absolute value of shipment growth will remain high, business procurement by large and medium-sized enterprises will gradually resume, and it is expected to return to normal levels in the second half of 2020. The procurement needs of small companies with a size of less

than 100 people will not be able to return to normal levels in 2020 or even the first half of 2021.

In the consumer market, short-term growth is mainly driven by the demand caused by the pandemic. The medium- and long-term growth is mainly driven by changes in user habits. Individual users have cultivated the habit of printing at home during the epidemic, and home printing equipment will gradually become one of the essential durable consumer goods for families. Among them, inkjet printers are the first choice of consumer customers.

Traditional small ink cartridge printers have always been in the consumer market mainstream due to their lower prices. With the decline in the unit price of ink cartridge printers and lower color printing costs, the consumer market has grown faster.

In the small business market, demand growth looks bleak. In the short term, small companies have been severely impacted during the epidemic, and a large number of small companies have gone bankrupt and closed. The surviving small businesses have demonstrated suppressed procurement,



# China Confronted by Surge of the Home Office

✍ IDC Shirley Ba



Shirley Ba is a Sr. Research Manager with the IDC China IPDS Team. Her team covers HCP, consumable, scanner, LFP, PP, 3D printing, and document solutions. Shirley is responsible for tracking and analyzing relevant areas as well as providing research and consulting services based on customized. <[sba@idc.com](mailto:sba@idc.com)>

as their replacement cycles has been significantly lengthened.

Moreover, the epidemic has not yet seen a clear inflection point of relaxation beyond China. It is expected that imports and exports will be negatively impacted in 2021, which is still an unfavorable factor for China's domestic economic environment.

On the other hand, in the medium and long term, the digital transformation of small businesses is accelerating. Service industries such as catering and accommodation, tourism and entertainment, culture and sports are accelerating the development of online businesses.

The government also made it clear in the work report that e-commerce, online shopping, online services and other new formats have played an important role in the fight against the epidemic. The government will launch supportive policies to further promote Internet+, deeply integrate internet & digitization within traditional industries, advance the digitalization of the industry, and create new advantages in the digital economy.

Therefore, we believe that contactless

business activities will rise rapidly, and the development of robotics, collaborative office, cloud services, AR/VR and other technical fields will accelerate, which will continue to reduce the amount of printing in business activities and reduce the demand for equipment.

For small businesses, the reduction in print volume means that daily office printing needs that were supported by a medium and high-speed laser printer or copier can be satisfied by a home inkjet device in the future. After all, inkjet printing cost per page is lower,

**Equipment manufacturers and consumables manufacturers may need to focus on the growth of home printing to obtain new business growth opportunities.**

and can also offer color printing. Even for some small digital native companies, there is basically no need for printing or equipment procurement for online work.

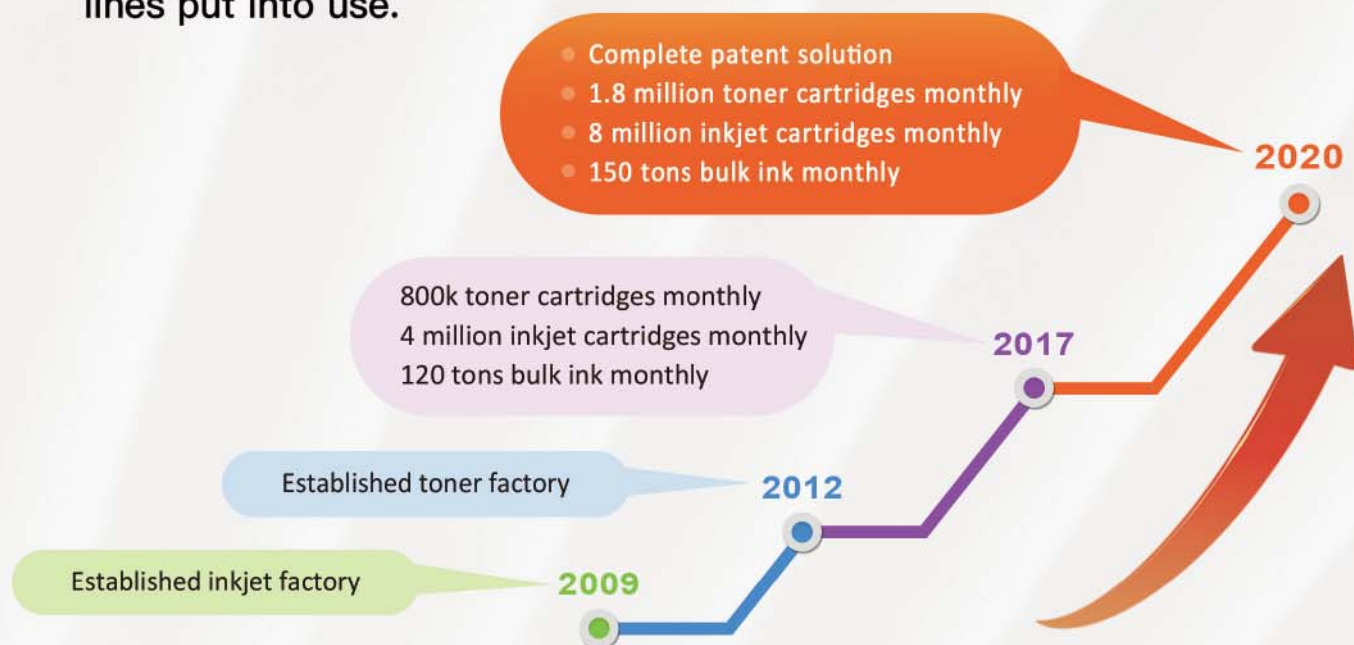
IDC believes that printing equipment manufacturers and consumables manufacturers need to be prepared to deal with the decline in printing volume

and changes in equipment demand in the medium- and long-term business market. In the future, the growth of printing equipment and consumables in the business market will be relatively weak. Cloud-based solutions and personalized services may be new business growth opportunities, and the consumer market may become a new blue ocean.

Chinese families have a rigid demand for printing learning materials. Because European and American countries use alphabetic languages, they do not have particularly high writing needs as students can learn through online programs. Therefore, family education does not drive printing significantly. In China and other countries with a large Chinese population, Chinese writing needs are relatively high.

In particular, the government is promoting the revival of Chinese culture in China, therefore primary and secondary school students write more homework. Also, the proportion of language learning has increased, and there is a strong demand for printing. Equipment manufacturers and consumables manufacturers may need to focus on the growth of home printing to obtain new business growth opportunities. ■

- **Topjet New Industrial Park is under construction and put into use step by step.**
- **Toner factory—automatic production lines put into use.**



## TOPJET NEWLY RELEASED

### TONER CARTRIDGE

HP 103A/104A/105A/106A/107AHP 116A/117A/118A/119A





# 6 QUESTIONS

## E-commerce and the New Normal

LD Products' Aaron Leon, founding CEO of the largest online ecommerce store for imaging supplies in the world, talks about new normal.

**When you consider what you are selling today compared with pre-COVID-19, how has e-commerce been impacted?**

There has been a massive increase in e-commerce as stores have closed. LD Products has benefitted from the shutdown as more people are working from home and have to print with their home printer or have kids that need to print for school. We have been selling a lot more inkjets in the last few months and like many others, have added a full line of PPE supplies, which we are selling to home and business customers.

**Have consumers adjusted to online buying quickly and will it be maintained?**

Consumers have been buying online for two decades but looking at recent market data, the percentage of retail sales that has shifted over to e-commerce has been dramatic. Market share growth has leapfrogged, and growth that would have taken five years has taken six

months. People have grown more accustomed to buying online. Many have discovered they enjoy buying their groceries and all of their essentials on their smartphones and if they can save time by not going into a retail store to buy something, they'll do it.

**In terms of printers and supplies, has e-commerce impacted brick-and-mortar commerce, and can both survive?**

Yes, e-commerce has greatly impacted brick-and-mortar retailing in terms of in-store purchasing. Their business model changed as soon as consumer shopping habits changed. The brick-and-mortar stores that sell online have seen their e-commerce business accelerate in the last few months. Post COVID-19, e-commerce will continue to thrive. We probably won't see as many big indoor malls with department stores and clothing retailers as those sales will likely remain online, but open outdoor malls with a mix of restaurants, gyms and retail will likely still do well.

**Is there evidence that post COVID-19 there will be more laser or inkjet printing in small offices and homes?**

Most home printers are inkjet printers, so we have seen a big shift from toner to ink. LD Products has had a sales decline in the higher-page-yield toner cartridges that enterprise customers use because the workgroup printers that those customers would have been printing on are now dormant. Their users are printing from home. Post COVID-19, we expect many other businesses will continue working from home too and they'll be printing with a cost-effective home office

printer. We've always been highly focused on home and small businesses users, as only a small percentage of our customers are enterprise customers that use big workgroup printers. The products that will do well are the HP, Canon, Epson and Brother business inkjet printers and small format laser printers that are already popular with our customers and they will continue to be popular in the months ahead.

**Will there be a "new normal" in the medium-to-long term and what might it look like?**

LD Products has had a lot of success working from home and I don't see us spending the money on a big headquarters after COVID-19. Over the last few months, we've realized there are a lot of benefits to working from home. Employees have embraced the change, they can work and live wherever it makes sense for them and no longer have to be 30 minutes from the office. Working from home leads to higher employee satisfaction, longer tenure and at the end of the day, happy employees help make happy customers. I don't think the world will look anything like the pre-Covid world once this is over. Who makes a regular phone call anymore? A lot of things will change forever.

**Will there be a rise of more e-commerce platforms?**

It is hard to imagine someone coming in and usurping Amazon. They have built up 25 years of infrastructure and spent billions of dollars to get where they are today. That being said, people said the same thing about Walmart 25 years ago. Business cycles and consumer preferences are always shifting. We see one company growing, another declining and a new upstart coming in and shaking things up. Amazon is the 800-pound gorilla. I don't think a new e-commerce platform will be beating them any time soon, but there is always a pattern of birth, growth, maturity and decline. As the world changes, the market changes. ■



Aaron Leon, founding CEO of LD Products, <aaron@ldproducts.com>

# WORK FROM HOME

Millions of people around the world are now working from home. It may stay that way.

To this end, we launched a campaign, looking for SOHO pictures of our readers working at home. Here are some of the pictures we selected along with their stories.



FRONT  
COVER

## SOHO ARGENTINA

**Enrique Stura**

Measuring and Scientific Equipment Ltd

During my semi-rigid, but mandatory, preventive isolation that has already lasted 132 days, I tried from day one to measure what sort of support my customers would require under these new circumstances, and compare it to the type of support I gleaned from International Tech Forums in which I participated for the last ten years.

Technical questions involving cartridges and requests for information about toner powder equivalents, as well as chips solutions, continue to be tops. As the pandemic started to spread south, a generalized shut down of commercial businesses left a vacuum of attention and despair in technicians and end users.

The outcome was similar to the scenario I encountered during the economic crisis. Most of these requests were followed with questions regarding buying locations and delivery services. It is just like office work.



## SOHO KANO-NIGERIA

**Abubakar Adamu**

I'm a graphic designer and I also work for a printing company, but due to the pandemic all jobs have been relocated indoors and away from others. From my home, I have to prepare clients designs, and it has been a wonderful experience. I enjoyed every bit of my day, providing services from home. However, I hope all things will return to normal and we can resume work back to our office. I believe that working from home one is not as productive, but it does allow me more time to work. However, lack of necessary work tools has made it difficult to work at home, but it has been fun.

# What Does SOHO Look

## Transformation of SMB Solutions in the Latin SOHO Market

• SOHO LATAM



Gustavo Molinatti

Among the many effects caused by this endless pandemic, one that could be anticipated was the division and transformation of small and medium-sized enterprises (SMEs or SMBs) into small offices and home offices (SOHO). Quarantines and the consequent need for telecommuting forced public and private companies to have large portions of their workforce working remotely, turning our homes into our offices.

This urgent change not only forced workers and families to adapt parts of their home into a workplace or a classroom, but also generated the need to incorporate local and remote devices, tools and solutions to continue this new normality. Connectivity, printing solutions, information security, and cloud-based platforms were some of the many elements that each company and each worker had to update, incorporate or acquire to face this unprecedented situation.

It is not surprising that, currently in Latin America, the reduction in commercial activities as well as in personal monthly

income, smartphones, printers, smart TVs, notebooks and any technological device that improves productivity are in high demand.

But in turn, the implementation in homes of work solutions typically applied in the SMB segment was promoted. For example in the printing sector, the regional trend demonstrates an increased popularity in ink tank-based printing devices, since their acquisition and maintenance costs are more attractive than laser-based devices, which are so common in the office environment.

The trend to telecommute is not a novelty, but a reality that has been growing for many years and to which COVID-19 has drawn attention. There are even strong indications that many companies will continue to adopt work-from-home policies. This will change current business models and open an interesting business opportunity for those seeking to offer solutions for the SMB segment and that are scalable in the SOHO market.



# Like in Your Region?

## Remote Working in the New Normal

### SOHO EUROPE

Here in Europe, home office working is normal now. How will it look once we have a vaccine? Will office workers return en masse to the corporate office?

There are advantages and disadvantages. My experience is positive. I have a 50-minute commute each way and value the extra time. A monthly fuel cost saving of €300 (US\$354) is welcome too. I enjoy the flexibility and my productivity has increased. However, I miss the social interaction with colleagues.

Are employees OK with remote working because relationships and culture are in place already? How fast will this erode without continued physical interaction? Will the absence of those spontaneous discussions hinder the business? Will development of talent and mentorship suffer?

Employers have access to larger talent pools. Relocation was often a deal-breaker before. Barriers for employees with a disability are removed. Costs per full-time employee reduce because less infrastructure is required. Absenteeism reduces as employees do not “cheat” the system to handle personal appointments. Nor do they miss work when not feeling 100 percent. Reduced “office politics” boosts productivity.

The combination of employee and employer benefits will drive remote working post-COVID 19 and most will commute periodically not daily. This fundamentally changes the criteria for the procurement of hard-copy output devices and supplies. Less volume will go through big devices at the corporate office. Lease agreements will be renegotiated, and devices changed.

Large numbers of low-end inkjet printers were purchased in April/May for home offices as a short-term solution. These penalize businesses with high page costs and do not replicate the corporate office functionality. Better devices at home are needed. These will scan, copy and e-mail, as well as print. They must be wireless and instantly connect with home WIFI networks while offering a small footprint.

These new requirements represent an important opportunity for our industry. We can deliver a cost-effective bundle of refurbished printers, non-OEM cartridges and even monitoring software and auto replenishment solutions. It is an opportunity that we must grab while the OEMs are working out how many people to fire. ■



Mark Dawson

# WORK FROM HOME

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### SOHO TOKO, ROMANIA

Mihaela Parlog

I think I'm more productive when I work from home. I can carry out my activity without interruptions. I organize the home environment as I want: office, light, air conditioning or not, background music or not. I work more hours from home than I do in the office. I don't waste so much time in traffic (about 3 hours a day). I'm not stressed if it's too crowded, and I get rid of some risks. I take a lunch break at the time I want and when it's a natural stopping point in my work.

On the other hand, there are some disadvantages too. If we do not hold meetings, at least once a month, some information may be lost or internal communication may suffer. We can't control if we run out of electricity, but my phone is still a hot spot as an alternative (I think in four months it has happened only once and the power was out for only two hours). If we do not use some tools for monitoring the development of projects, we may feel that they are not being carried out properly. It would be useful to investigate the services offered for teams and large projects (for use tenders, for example, to monitor our teams and real-time file completion, etc.)



### SOHO U.S.

Tricia Judge  
Int'l Imaging Technology Council

I am more productive when working from home, unless my dogs interrupt me. I find the quiet more conducive to project completion. I miss the social interaction of the office, but I don't miss the schedule. At home, I can start as early as I want, eat when I want and finish when I want. According to the American Association of Retired Persons, we “older” folks are better suited to telecommuting, because we have the work ethic and more technical skills than we are given credit for. I'm not sure about that, but I do like working in my slippers.

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## SOHO PAKISTAN

**Ihsan Ullah Bhatt**  
Arian International Traders

It has been four months since our lockdown began due to COVID-19 and our lives and business have been effected on a big scale. While struggling to work at home, I have faced some difficulties. I lack the proper working environment, miss my staff, and don't have the time and management tools, like I have in office. Moreover, I got infected with Covid-19 somehow and I stayed home quarantined and had to take care of my business while taking proper medications. Now I am recovered from it totally and taking care of my work slowly and steadily.



## SOHO U.S.

**Jim Vitiello**  
Datasource, Ink

My dog Dollar and I working hard from home! I feel working from home is more productive for now. Saving one to three hours a day from commuting is a big help. Getting up and being at my computer early is an advantage. Long term (next year), I think people will go back to their offices.

Most people need the interaction of co-workers. Especially in sales, I always felt we fed off of each other. It's all about perseverance! Come on 2021!

## SOHO IN INDIA

SOHO INDIA

India is the latest global hot spot for COVID-19 as infections are racing up the charts. The projections are frightening as community transmission has just begun and big data projections say by the end of August India would have 6.5 million confirmed cases of COVID-19.

The extensive 74-day national lockdown, beginning on March 24th, has only delayed this inevitable collapse of the Indian economy. Why is this important? Because it has revived the dead-as-a-dodo SOHO market in India in our industry and the larger IT economy; only it has a new name work from home (WFH).

Inkjet ink tank printers and inkjet ink consumables are flying off the shelves in our big cities, which are under lockdown, and people are forced to work from home. This creates demand in the SOHO segment / WFH / and sometimes even the consumer segment.

This is happening even as demand is collapsing for laser printers and copiers, especially the larger ones as capital expenses are slashed to support operations, and as revenues crash and profits vanish. Print volumes have crashed 25 percent to 65 percent and MPS providers are asked to take back too much of their installed base. Corporations, especially in the IT industry, are vacating 50 to 70 percent of rental space to conserve cash. Working from home is proving the be as

productive as it was in large offices. Employees are happy to avoid the average three-hour commute and so work harder from home. They are building desks, cabinets and other SOHO furniture. They are building a home-office infrastructure and buying printers / MFPs, as well as tools for videoconferencing.

Resellers and trade channels are suffering as demand collapses, and brick-and-mortar businesses are often locked down, with restricted access. Customers are forced to stay at home, and are ordering on Amazon and Flipkart, which are highly-competitive markets offering the lowest possible prices online for people who know what is needed for their WFH offices.

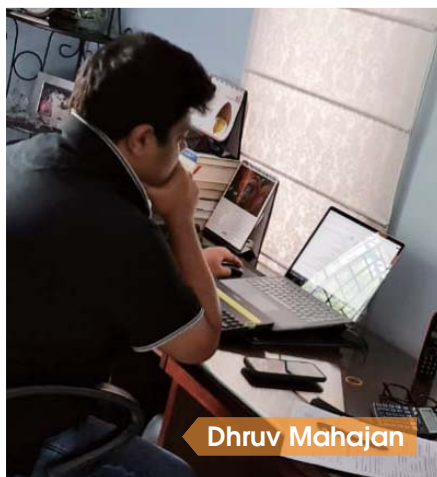
Another noticeable trend has been the reverse migration of IT software engineers. They have returned to their businesses in tier 2 and 3 as companies cut salaries and allow them to work from home. A pink slip may be their only alternative.

This will soon boost demand and it will be much dispersed and this demand is catered to by online vendors many of the bigger and more successful vendors are happy to go national and gain volumes even as they build their own brand value across market segments.

Children are now at home as well, as their schools are shut. They are taking online classes and their parents are printing all the notes, documents and reading materials their teachers send to minimize excessive exposure to their laptops.

Another aspect of the revival of SOHO or WFH is the reduction of refilling services. Consumers are living in their "pod" and have greatly restricted access from outsiders. It is safer to buy branded compatible printer consumables, which are growing faster as a market segment. This trend has more resellers pushing boxes rather than refilling services.

The pandemic has induced change and the churn has resulted in the revival of SOHO market segments across India.



Dhruv Mahajan



## Small Office/Home Office in Africa

### SOHO AFRICA



Stuart Lacey

The general definition of a Small Office/Home Office (SOHO) is that of a privately owned or operated businesses, where the owner is self-employed and there are generally less than ten employees. Usually, the business is based out of a private residence.

This is no different in Africa. But as always, we tend to take this to the extreme.

Obviously, you will find the traditional image of the SOHO office, exactly as you would find in Europe or the U.S. with self-employed individuals typically, but not limited to, professionals (accountants, book keepers, lawyers, travel agents, etc.), consulting businesses and internet-based businesses, to name just a few. Cloud-based computing and the Internet have made it possible for many more people to work and operate profitable small enterprises from wherever they decide to do so.

But at the other extreme, you will find business as an extension of the owner's shack. You will find every conceivable small business being run from every sort of property imaginable, in the craziest of

places, often squeezed into the smallest corrugated shed.

While technology has made it possible for many more people to work and operate remotely, in Africa, as with many developing countries, the SOHO could now be an acronym for survival!

Since the pandemic has struck all our business environments, the growth of SOHOs is staggering, especially in countries where there is no state subsidies or unemployment checks if you lose your job. While Africa's total population is estimated to be more than 1.2 billion individuals, only 440 million work. Of these, 140 million are employed in the formal business sector, i.e. they receive a regular wage or salary. The balance of 300 million work in the informal sector. It is estimated that 1/3 of these jobs are at risk and since there is no social security net to catch those that lose their jobs, they have a choice—go hungry or create an opportunity that will generate income, any sort of income.

As such, we are likely to see a continued increase in the number of SOHO-based businesses simply out of necessity. ■

# WORK FROM HOME

Millions of people around the world are now working from home. It may stay that way.

To this end, we launched a campaign, looking for SOHO pictures of our readers working at home. Here are some of the pictures we selected along with their stories.



### SOHO TOKO, ROMANIA

Gabriela Ivanuta

From my point of view, it is better to work from home.

It's better for me because I wake up later, so I'm more rested. I don't waste time commuting back and forth. And for the company, I think it's better, because working from home, I open and start working earlier and close later than the time when the workday ends. Sometimes I don't realize what time it is. So, I could say that I am more productive working from home. I have noticed this in other colleagues who work from home.



### SOHO PERU

Renzo Carnero  
Grupo La Mancha SAC

While some people are just getting used to work from home, I've been doing this on and off for more than eight years. It takes a lot of self-motivation, discipline, focus and concentration, which to me are critical components to success in any job. You can actually be more productive and get more work done by building routines, prioritizing the tasks and committing to your working schedule however you set it up.



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# IN MY VIEW

Are you more productive working at home or the office?



**Russia**

**Stanislav Molinsky**  
Business Inform magazine

It is more productive for me to work from the office.

Working from the office makes me more careful with respect to the time I devote to working. In the office, we have no irrelevant conversations. I can control all my employees' activities, since I can see what they are doing and how they are doing it. At our office, which publishes Business Inform magazine in Russia, all urgent issues are solved quicker, especially the matters of our publication design (e.g. advertising creation, magazine outlook). Some tasks need following, such as data safety requirements. Those requirements are impossible to follow at home.



**Singapore**

**Ricky Lee**  
EOP21 PTE LTD

It depends on the nature of work.

But definitely more productive and flexible at home as it minimizes commuting, unnecessary meetings, lunchtime, distractions such as loud talking at work, visitors, phone calls, ad-hoc get-togethers, etc.

There has never been a better time for us to explore working from home and achieving a work-life balance through telecommuting. We find an increase in collaboration and efficiency through adopting new digital work platforms: online meetings, presentations among staff and associates, even though we might feel less human touch. However, if there's urgent work, it will be done regardless whether at work or home.



# The New Normal for Office Printing

*Louella Fernandes*

As the first wave of the COVID-19 pandemic ebbs from Europe and the U.S., businesses are starting to look at the next phase and examining how to restart activity in a more familiar format. What seems certain is that a full return to "business as usual" is not on the agenda – in fact, the workplace may never be the same again. Several global brands, such as Twitter and Facebook, have announced a shift to permanent remote-working for employees and Global Workplace Analytics estimates that, overall, 25 percent of workers will be expected to continue working from home for the foreseeable future.

This is not all about controlling infection either. A recent snapshot analysis entitled Home Printing Study by Quocirca found 75 percent of U.K. telecommuters stated that their productivity levels stayed the same or increased, with just under half reporting increased productivity. Businesses evaluating the success of distributed working practices against the cost of office real estate and the health and business continuity risks of bringing large workforces together may well decide that the balance lies in favor of reducing investment in traditional offices.

What might the new normal look like and what will this mean for the print industry? Seventy percent of respondents in Quocirca's third COVID-19 business impact survey agreed that COVID-19 would

cause significant ongoing disruption, so with fewer office-based workers and more remote employees, how will the use and management of print devices change? What are the key considerations? And how can the industry respond?

## The Post-crisis Workplace

Despite the fact that many workers have managed to stay productive during the crisis, humans are fundamentally social animals and most prefer some element of face-to-face contact. Consequently, a transition to a hybrid work model is more likely than wholesale permanent telecommuting, with organizations staggering the days employees are in the office or offering more flexible levels of attendance.

While this return to work will feel different from what employees left in early spring, in fact, Quocirca's November 2019 Global Print 2025 Study shows the pandemic has only accelerated what would have been an inevitable transformation of workplaces by 2025. Forty-two percent of respondents said that they expected the physical office would only be used as an occasional meeting point by 2025, while sixty-five percent stated that flexible working would force a reconsideration of company culture.

The study also found that businesses were already recognizing the value of collaborative technologies, with almost





Louella Fernandes is director of Quocirca. She is globally recognized as a leading authority on market trends in the print, imaging and managed services industry. With 25 years' experience in the sector, she delivers an unparalleled insight into the evolution of print in the digital age and is a highly respected expert on digital disruption in the print industry. <Louella.Fernandes@quocirca.com>

# QUOCIRCA

60 percent reporting that it was likely that face-to-face meetings and interactions would decline. With many remote workers not using or having access to home office printers during the pandemic, it is likely that their preference for digital collaboration will continue when they return to the office. Recognizing this, two thirds of print industry executives responding to the third Quocirca Business Impact Survey see the crisis as an opportunity to innovate and introduce new products and services to support digital collaboration and workflow digitization.

In terms of direct COVID-19 workplace impacts, we will see the introduction of a new wave of touchless technology, such as automatic doors, hands-free light switches, voice-activated elevators and temperature controls. Again, many of these have been waiting in the wings for some time, but now have special relevance.

## Keep Your Distance

For print suppliers, the transition to a hybrid working environment, with a

greater proportion of home workers, offers challenges and opportunities.

Businesses will have to make substantial changes in the workplace to ensure the health and safety of their employees. Returning office workers will be faced with social distancing measures and changes to communal spaces. To limit the spread of infection, guidance recommends restricting the use of high-touch items and shared equipment such as printers.

There are several considerations when it comes to reevaluating office printing. Will the MFP, once the central hub of the office, be behind closed doors? How can printer suppliers enable touch-free printing? Can vendors ensure cloud-based print management platforms, mobile printing or workflow-enhancing apps are as low-touch as possible? Or, should print suppliers be conducting fresh audits, looking at whether a shift back to a distributed, as opposed to centralized, model is required and consider if personal printers are the future, at least in part?

## IN MY VIEW

Are you more productive working at home or the office?



USA

**Elizabeth McKee**  
Static Control Components

We are grateful many of our employees are able to work from home during the pandemic. This option provides a safe alternative for our employees, allows us to have business continuity, and enables us to continue to deliver excellence in customer service. We are grateful to the first responders and frontline workers that enable all of us to keep operating. We are also thankful for our frontline employees arriving to work in our facilities. Thanks to their hard work and dedication, products are delivered on time to customers. Our approach of both work from home and warehouse has been productive, but I think many are looking forward to the day we can safely meet again face-to-face!



USA

**Bill Henry**  
American Laser Products

I am more productive at home. Since my jobs involve mostly paperwork and dealing with the bank, the lawyers, the government, and the accountant, I find that I can concentrate and get more done when I am working at home.

I do like to spend some time at the shop, so I can still stay up to date on the technical side of things. I am very fortunate to have Bill Jr. running the production facility, so that I am able to work mostly from the home office.

Naturally, the COVID situation has really amped up the stress levels!

**“Retech new factory started to produce, compatible toner cartridges and inkjet cartridges both available, your best cost-effective new choice.”**



## Patented Laserjet



## Patented Inkjet



### Automatic Workshop



**Retech Technology International Limited**

Email : [message@retech.com.hk](mailto:message@retech.com.hk)

Websit : [www.retech.com.hk](http://www.retech.com.hk)

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**REtech**





### Security Challenges Surround Home Printing

Quocirca's Home Printing research revealed that around 30 percent of U.K. employees, who were printing regularly in the office, and are now working from home, do not have access to a home printer. Even those that do are unlikely to have a device that adheres to the tight security standards that would be expected in a corporate environment. Eighty-six percent of industry executives reported their customers had concern around the security of home printers. Future MPS contracts will need to allow for the provision of secure home printers where needed, plus usage tracking for accounting and security.

### Cloud Acceleration in Infrastructure and Workflows

Post COVID-19, businesses will need to further rethink how they deliver value to customers through digital processes. The digitization of paper-based processes is likely to accelerate further, opening up continued opportunities to better leverage smart MFPs for document capture and the initiation of automated cloud-enabled digital workflows.

From an infrastructure perspective, cloud scalability has proved its worth during the pandemic and could create opportunities for MPS suppliers to encourage clients to accelerate their shift to a cloud-based print infrastructure. Seventy-one percent of print industry executives stated that they expected demand for cloud-based print management to expand. Quocirca expects to see continued growth in cloud-based MPS which can include management and control of decentralized printer environments, including home-based printers.

In this new normal, print vendors and their partners will need to steer their businesses

forward by adjusting their products and services to address the changing printing and imaging needs of customers and the health guidelines imposed on them by governments.

To adapt at the speed required by the fast-changing situation, vendors cannot act in isolation. Technology and service partnerships were already becoming the cornerstone of an effective response to accelerating digital transformation and will only become more imperative as the shape of the new business normal becomes apparent.

The one certainty in all of this is that no one can predict how long social distancing measures will have to be enforced or what the future holds in terms of additional lockdowns to prevent virus spread. It is probable that many of the measures that will be implemented in the coming days and weeks to minimize or even eradicate the use of shared devices such as printers may not be temporary. There may be a second wave of Covid-19 and almost certainly future epidemics to endure. The days of chatting around the water cooler or catching up with gossip next to the communal MFP may well be a thing of the past.

The acceleration of office reinvention requires the print industry to accelerate its own response. Agility and innovation will be the watchwords as businesses retool to remain relevant and add value to clients. There should be no illusions that this will be an easy task, but the print industry's strong heritage of invention and client focus will undoubtedly be an asset in adjusting to our post-pandemic world.

*\* What will be the key trends for the office print channel in 2020 and beyond? You are invited to take the Quocirca State of the Channel 2020 Study at: [bit.ly/Quocirca2020study](http://bit.ly/Quocirca2020study). ■*

## IN MY VIEW

Are you more productive working at home or the office?



**Bangladesh**

**S.K.B Swapan**  
RSK Marketing Limited

I am working in my office, not my home. I think my office is a proper place for 100 percent attention to work.



**Romania**

**Cristina Vicol**  
TOKO

As for general productivity in a normal context, as far as I'm concerned, I can't say that there are differences. I consider myself as productive as I can be in both work environments.

But in the current context, I am more productive at home because it offers me mental comfort while avoiding travel. In addition, the fact that I am at home helps me not rely on my father, who commuted to stay with my son. It's good to protect him too.

In addition, the two extra hours I save each day because I don't commute I use as personal time, which helps me to relax.



**Pakistan**

**Ihsan Ullah Bhatti**  
Arian International Traders

It was almost four months long lockdown due to Covid-19 and not only life but business was also effected at big scale. While struggling with my business work at home I faced some difficulties like proper working environment, lack of proper time table and management and staff like I have in office.

# Tips and Tricks for Buying Printer Cartridge

## Home offices are no longer an exception but a rule.

The Coronavirus crisis has been a disruptive force across the world. Working remotely for millions of workers is one disruption, a side effect of a new era of “social distancing.” Home offices are no longer an exception but a rule.

Printing will still be necessary for the swelling home office paradigm, but many workers won’t have their IT or office manager always available to help with supplies. That’s just part of today’s cultural change and not a completely major issue – except potentially when it comes

to buying printer cartridges online.

Cartridges are complex, costly, and ubiquitous across an internet landscape filled with e-swindlers and questionable deals. Having a compact yet sensible strategy when buying printer cartridges online can go a long way in saving the budget and even the life of your home printing device.

Here is a quick strategy for the best possible ink and toner deal delivered to your home office.

*[Editor: Many purchasing habits have changed and end users should be aware of the issues they face when purchasing inks and toners for their printers at home. Distributors and retailers may find this article helpful to share with their customers]*

### 1 Ask the right questions

1. While surfing the internet for online printer cartridges, keep in mind:

- What is the product warranty and return policy?
- Are there any hidden fees?
- How long will delivery take?
- Can I contact someone quickly if the product is late or needs to be retuned?

Be aware:

- Cartridges from Amazon come from a legion of third-party vendors that have their own policies and processes.
- Canon is diligently checking the cartridges that are posted for sale on Amazon to see if they infringe Canon’s intellectual property or patent rights. Amazon has removed the allegedly infringing products.
- Quite often, infringing products are poor in quality as well and home office workers should be aware of this.

### 2 Choose OEM genuine supplies or the less expensive aftermarket supplies

“Third-party” or “aftermarket” printer cartridges have captured about 25 percent of the global market which represents about 1.3 billion printer cartridges sold annually.

### 3 There are two kinds of aftermarket cartridges

1. **Remanufactured printer cartridges:** these are used OEM cartridges that have been professionally collected, cleaned, refilled with comparable-quality toner, and tested to deliver equivalent print quality as the original printer cartridge.

- They are better for the environment.
- They tend to be about 30 percent less expensive than the original OEM cartridge.

Be aware:

Some cartridges are up to 80 percent less expensive than the original OEM cartridge. Remember that the cheaper it is, the lower its quality is too. It may print fewer pages, have print defects, or may not even work at all. Remember the old adage, “You only get what you pay for.”

2. **New-built compatible cartridges:** these are totally new just like the OEM cartridge.

- The new-built compatible cartridge industry is relatively new.
- Most companies making them these days are also taking care not to copy the OEM cartridge or to infringe the OEMs’ patents.

Be aware:

- They may not necessarily perform as well as the OEM original.
- Many, but not all, are often made with inferior plastics and components and some may contain low levels of toxicity.
- Remember, the measure of the quality and longevity is determined by the price you pay.



# s for Home or the Small Office



David Gibbons is the publisher of this magazine and is a director of RT Media Ltd. You can watch Gibbons share his messages on InTouch TV: <http://bit.ly/inTouchTV>

4

## How do you detect quality?

Some aftermarket companies have developed their own quality brands for both remanufactured and new-built products.

- Static Control and Pelikan branded new-built compatible products are very high in quality.
- Cartridge World has more than 600 stores around the world.
- The largest remanufacturing companies in the U.S., like Clover and Liberty Laser pride themselves on the quality of their products.
- There are trade associations such as ETIRA in Europe and the International Imaging Technology Council (Int'l ITC) in North America can tell you if the brand is one of their quality members.
- Otherwise, go for vendors that provide transparent standards such as STMC certification, which is administered by the Int'l ITC;

5

## Watch out for counterfeit printer cartridges

Some unscrupulous vendors put fake labels onto an aftermarket cartridge to make it look like an OEM branded box or packaging.

Be aware:

- shady dealers flood the market with knockoffs.
- You may find some OEM branded inks and toners are cheaper than normal, but what you potentially get is fake product with shoddy quality.

6

## Consult with someone who knows

Even if you're working from home, you're not cut off from the rest of the staff. Someone ought to be available to let you know where to buy the best possible printer cartridge for your home printer. Otherwise, let your intuition tell you what you should buy. You use it to buy everything else you use at home. It will come in handy with printer cartridges as well. ■

# 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.



# Gustavo Molinatti



## Adaptating to New Normality or Paradigm Shift?

**The transactional model will undoubtedly be relegated to the past, while we must adapt to new customer needs.**

The personal and work plans that we all had at the beginning of this year are already in the past. COVID-19 moved in mercilessly and the entire Latin region is suffering the economic consequences, regardless of what decision each government made in confronting the pandemic. Some economic indicators in the technology sector predict that Latin America will take between six to twelve months to adjust to the post-pandemic effects, but that it will depend on the vitality of the pandemic and the recovery in each country until the "new normal" is realized.

However, several observers from the industry indicate that Latin America has been the most optimistic region globally regarding the expectation of recovery and investments in technology. Consumers are prioritizing the search for devices, including printers, as they have realized the breadth and length of the pandemic, along with the need to maintain a connected home to continue work, education or entertainment.

### The Post-Pandemic Latino Aftermarket

Between the current situation of progressive opening of quarantined areas and whatever the new normal will be, there is an intermediate stage of adaptation that will be key to the positioning of the printing industry. Will printers and printing be able to adapt to changing innovations? OEMs are already promoting solutions to stay relevant, changing business paradigms and looking to insert themselves into what will be the new office of the future.

It is estimated that 63 percent of Latino companies are employing a dynamic and reconfigurable work model and that 52 percent are connecting organizations and individuals, regardless of their location or situation. In other words, flexible remote work carried out in different locations would



seem to be an irreversible trend, which will make many large and medium-sized companies divide their workforce into small or remote offices.

In this context, the aftermarket must be aware of several factors, including:

- The assimilation of clients in different places
- The need to apply scalable solutions
- The growth of cloud-based and integrated solutions
- The search for cost reduction of equipment, consumables and printing purchases
- The adaptation of mobile printing
- The security of remote printing

Is the Aftermarket prepared for and encouraging that change? The transactional model will undoubtedly be relegated to the past, while we must adapt to new customer needs. Let me share some ideas with you.

**Print delivery:** for those companies or institutions that only seek to improve the storage and delivery of their printed materials, offer a simple, safe and economic service that allows you to upload your files to the cloud and withdraw or receive them in a timely manner. Trackable anywhere in your working environment, it would seem to be an interesting option.

### Inkjet-based solutions:

there is a trend among new telecommuters to purchase printing devices, especially inkjet-based and ink-tank MFPs. Interesting data from a recent survey conducted in the U.S. reveals that 57 percent of remote workers pay for the ink or toner they use for job-related printing and that about 71 percent of them say they would print more if their employer would cover this cost. If you can encourage customers to equip the SOHOs of their staff with new devices and pay for their supplies, it seems that their printing habits could remain stable.

**Ecological cartridges:** if this pandemic exposed anything, it is the increase of environmental concerns. The environment will once again be on the agenda of many companies and I have no doubt that many will value a proposal to continue this green wave. A responsible and certified delivery, collection and disposal service could be an option to evaluate. There are even manufacturers that are offering bio-based cartridges, totally reusable or with a much more friendly decomposition timeline for the planet. In this arena, remanufactured products shine.

Once again the Aftermarket is faced with the challenge of adapting or dying. What is your proposal for this new stage? ■

**Gustavo Molinatti**

**RT Global  
Partner  
for Latam**

*Molinatti is based in Buenos Aires, Argentina and is publisher of Guía del Reciclador—the Spanish language magazine first published in 2002 for the Latin American printer cartridge aftermarket. He has organized more the 20 technical and MPS training events in several countries and is helping RT bring VIP Expo events to Brazil, Argentina, and Perú. Please contact <info@guiadelreciclador.com>*



**Cartridge World®**  
THE PRINTER PEOPLE

# Top 10 SOHO



**Mark Pinner** Chief Executive Officer at Cartridge World, USA

With a global pandemic forcing millions to work from home, Cartridge World USA has assisted many thousands of people and business cost-effectively print from home after having to abandon the aircraft carrier-sized copier that is on floor three of a building in which they are no longer working. During 2014, Cartridge World USA came out with what we call the No Cost Printer Program where we loaned printers for FREE to businesses, along with all future routine maintenance and parts also for FREE, all the time they use our ink or toner supplies. We take into consideration the customer's needs, brand, price and durability, but more importantly, we look at the Cartridge World Cost Per Page (CWCPP).

Big box stores sell thousands of SKUs and a tiny portion of them are printers and the ones they sell are just models being pushed to them by brands like HP and Canon. They know very little about how the actual printer operates and more importantly, they never educate the customer on the cost of ownership, particularly when it comes to replacing the cartridges! At Cartridge World USA, we know printers, as we are the printer people. We take into consideration the cost of the printer and cost per page, which means your cost of ownership for the life of the printer will be less! In this article, Sid Norwitz, a Cartridge World Veteran and President of Cartridge World Rhode Island and the number two store in the U.S. shares his top ten printers for the SOHO (Small Office Home Office).



**Sid Norwitz** President of Cartridge World Rhode Island, USA

Before buying your next printer, we encourage you to contact your closest Cartridge World store first. Printer availability is constantly changing because brands, like HP, are discontinuing models after just six months. Your local Cartridge World store will be able to provide you with the most up-to-date information and a list of printers they have in stock. For larger businesses, contact us and we will go through our printer questionnaire and find a customized printer suited for your higher volume printing and copying needs!

## ► Best Monochrome Laser Printer



Make/Model: HP LaserJet M118dw  
Price: \$129.89

**Type:** Monochrome Laser  
**Pages Per Minute:** 30 ppm

**Features:** Print; Duplex  
**Connectivity:** Wireless; Ethernet; USB

This small compact monochrome printer is perfect for any desk, whether you are at home or in the office. The wireless feature allows you to print from any laptop and with 30 pages a minute, you won't be stuck waiting around for your print job to finish.

## ► Best High Volume Monochrome Laser Printer



Make/Model: HP LaserJet M401n (Refurbished)  
Price: \$300.00

**Type:** Monochrome Laser  
**Pages Per Minute:** 34 ppm

**Features:** Print  
**Connectivity:** Ethernet; USB  
**Web Link:** Contact your local Cartridge World store [www.CartridgeWorld.com](http://www.CartridgeWorld.com)

For high volume printing, we suggest a model that is tried-and-true. This printer offers the end user the option to install a 2,700-page cartridge or a higher capacity cartridge, estimated for 6,900 pages. With an easy-to-read LCD screen, you will always know the status of the printer and can easily change any setting to help customize the printer for your needs. This is one of the most popular printers we place at businesses. So, no matter where you place it, this printer will be ready when you need to print!

## ► Best All-In-One Monochrome Laser Printer



Make/Model: Brother MFC-L2710dw  
Price: \$199.99

**Type:** Monochrome Laser  
**Pages Per Minute:** 32 ppm

**Features:** Copy/Scan/Print/Fax; Automatic Document Feeder, Duplex  
**Connectivity:** Wireless; Ethernet; USB

This Brother printer has all the bells and whistles that a small business would need. It has an automatic document feeder that can hold up to 50 sheets and a bypass tray for custom size paper. It's 250-sheet paper tray can handle paper up to legal size. If you need a reliable all-in-one printer, then this Brother is the perfect option for you!

For more information, please visit [www.CartridgeWorld.com](http://www.CartridgeWorld.com).



# Printers

## ► Best Compact All-In-One Monochrome Laser Printer



Make/Model: HP LaserJet M130fw  
Price: \$199.99

**Type:** Monochrome Laser  
**Pages Per Minute:** 23 ppm

**Features:** Copy/Scan/Print/Fax; Automatic Document Feeder, Duplex  
**Connectivity:** Wireless; Ethernet; USB

If you have limited space, but still need the ability to copy, scan, and fax, then this HP LaserJet M130fw is the perfect option. This compact unit includes an automatic document feeder and the ability to print duplex. The touch screen allows for easy access to different features, settings, and reports like the supply status page, which will tell you when the cartridge was installed, how many pages you've printed, and how many estimated pages are remaining. You cannot go wrong with this compact unit!

## ► Best Overall Printer for Home Use



Make/Model: Brother MFC-J497dw  
Price: \$79.99

**Type:** Inkjet  
**Features:** Copy/Scan/Print/Fax; Automatic Document Feeder, Duplex  
**Pages Per Minute:** 12 ppm Black & 6 ppm Color  
**Connectivity:** Wireless; USB

For years now, Brother has released the perfect printer for anyone's home. In fact, most of our employees have a Brother inkjet at their home, including me. This Brother MFC-J497dw offers everything you would need to print your child's report the night before it is due! It has a panel on the top that flips up to expose an automatic document feeder and produces high quality photos (when using photo paper). It also takes four high capacity ink cartridges which, if you purchase them from Cartridge World, results in a very low cost-per-page! Also, Brother printers are automatically picked up by Apple products which means you can print from your iPhone without downloading another app.

## ► Cheapest Inkjet



Make/Model: Canon PIXMA TR4520  
Price: \$59.99

**Type:** Inkjet  
**Features:** Copy/Scan/Print/Fax; Automatic Document Feeder, Duplex  
**Pages Per Minute:** 8.8 ppm Black & 4.4 ppm Color  
**Connectivity:** Wireless; USB

If you're on a strict budget but still need all the bells and whistles, the Canon PIXMA TR4520 is what you need. For only \$59.99, you can get a printer that can copy, scan, fax and duplex. This unit is perfect for the person who prints/copies a couple of pages a week.

## ► Best High Capacity Inkjet



Make/Model: HP OfficeJet Pro 6978  
Price: \$89.99

**Type:** Inkjet  
**Features:** Copy/Scan/Print/Fax; Automatic Document Feeder, Duplex  
**Pages Per Minute:** 20 ppm Black & 11 ppm Color  
**Connectivity:** Wireless; Ethernet; USB

If your business doesn't want to make the investment into a large color LaserJet printer, but still need the ability to print a decent amount in color, then the HP OfficeJet Pro 6978 is the printer for you. The high capacity ink cartridges are estimated to yield around 825 pages each and if you find yourself printing a lot in black, you can upgrade to the 906XL which is estimated to print 1,500 pages. Since you can connect to it via ethernet, USB, or wireless connection, you will have zero issues setting this printer up in your office for all your employees to use.

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### ► Best Basic Color Laser Printer



Make/Model: Canon ImageCLASS LBP622cdw  
Price: \$184.99

**Type:** Color Laser  
**Pages Per Minute:** 22 ppm

**Features:** Print; Duplex  
**Connectivity:** Wireless; Ethernet; USB

For folks looking for a basic color Laserjet, we suggest the Canon ImageCLASS MBP622cdw. Depending on your usage, you have the option between standard-yield cartridges and high-capacity cartridges, allowing you to customize the printer for your needs. With the ability to duplex, you can save paper by automatically having the printer print on both sides. For less than \$200, this printer will be perfect for a business needing the ability to print in color.

### ► Best All-In-One Color Laser Printer



Make/Model: Xerox WorkCentre 6515/DNI  
Price: \$349.00

**Type:** Color Laser  
**Pages Per Minute:** 30 ppm

**Features:** Copy/Scan/Print/Fax; Automatic Document Feeder, Duplex  
**Connectivity:** Wireless; Ethernet; USB

For high volume printing, the Xerox WorkCentre 6515 offers a business all the features they will need in a printer with a low cost-per-page. Suited for businesses with two to seven employees, this printer can handle paper up to legal size and has a drop-down bypass tray for envelopes, labels, and letterhead. With a large touch screen, employees can easily navigate from copy to scan to fax and with multiple ways to connect to this machine, your employees will be printing in no time!

### ► Best Overall Printer for Small Business



Make/Model: Canon ImageCLASS MF644cdw  
Price: \$319.99

**Type:** Color Laser  
**Pages Per Minute:** 22 ppm

**Features:** Copy/Scan/Print/Fax; Automatic Document Feeder, Duplex  
**Connectivity:** Wireless; Ethernet; USB

For a small business, the need for a color printer that can copy, scan, fax is necessary. With a rather small footprint, this printer can be placed on a desk or in a central area for every employee to use. At only \$319.99, you get a lot of bang for your buck with this amazing printer. Out of all the printers we have suggested, this one would be the best for a small business because it offers every feature available, is compact, has a large touch screen, and users can connect multiple different ways.



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# Innovative "Made-in-China" Printers for Home Use



## HPRT MT800 Homework Printer

The printer is a little bigger than a pencil case, about  $310.5 \times 63.5 \times 39.5$ mm in size, and it supports a Bluetooth connection. It allows easy printing, users only need to turn on the printer and select the documents that need to be printed. It has long battery life, and 70 sheets can be printed on a single charge, which is enough to meet the printing volume of one day of study. Besides printing test papers for homework, the printer can also meet printing needs for general home use.



## Xiaomi All-in-One InkJet Printer

This new wireless inkjet printer from Xiaomi comes with three modes of operation — printing, copying, and scanning. Although one of the features of the printer is wireless connectivity, it still has support for a wired USB connection.

This new printer uses high-quality imported ink. The standard full-capacity ink cartridge can be used to print around 480 pages in black and white and about 150 pages in color.



## Pantum CP2200DW/CM2200FDW Laser Printer

Incorporating a dual-core 1.0 GHz processor, this printer has 512MB memory, with a monthly printing capacity of up to 50,000 pages. The toner cartridge supports a standard yield of 1,500 pages and a high yield of 3500 pages. It is equipped with an automatic duplex printing unit, which comes standard.

The printer comes with wired and wireless dual networks, and supports the customized feature of printing in monochrome. When this option is turned on, the text will be automatically printed in black. When printing color graphics, color is used.



## Deli D20 A4 Laser Printer Series

The series include four monochrome devices and four MFPs with a printing speed of 25 pages/minute and a resolution of 1200dpi. The monochrome devices come with a one-inch Chinese display screen, while the MFPs come with a 2.4-inch color LED screen.



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# Mark Dawson



## Adjust Your Business Model in the Face of the Pandemic

**The pandemic has created an almost unique moment.**

The world economy is in crisis. The International Monetary Fund (IMF) says the global economy will shrink five percent this year. In "Advanced Economies," which include North America and Europe, it says the reduction will be eight percent. There is a footnote about a "higher than usual degree of uncertainty" around its forecast. That is code for "this forecast could be a million miles away from reality?"

The U.S. economy shrank 33 percent in the second quarter (Q2). The Eurozone shrank 12 percent and the U.K. is expecting a 23 percent shrinkage. With localized spikes of new COVID-19 cases in Europe, the U.S., Asia and Australia, a global shrinkage of five percent seems wildly optimistic. We need to prepare for much worse.

Before COVID-19, we knew print volumes were declining. We knew that cartridge prices were compressing. We knew that there were too many OEMs and too many aftermarket players chasing slices of a shrinking pie. Rapid consolidation was already overdue. The COVID crisis has amplified all of this.

Ricoh's first quarter (Q1) is April, May and June. Sales were down 26 percent to US\$3.3 billion and profits were down 34 percent. Brother's Q1 showed a 16 percent decline in sales to US\$1.3 billion and a 51 percent decline in profits. Xerox reported sales of US\$1.5 billion, a reduction of 35 percent with profits tumbling 90 percent. HP runs a weird financial calendar. Its Q2 is February, March and April. Total sales shrunk seven percent to US\$8.3 billion, however the printing business unit saw sales



shrink by 19 percent. I expect their third quarter (Q3) numbers (May, June and July) will make Q2 look good!

For these and other OEMs, the uptick in sales of low footprint SOHO/COHO devices and supplies does not compensate for the losses in corporate and enterprise markets. The aftermarket is hurting badly too. There are significant declines for major cartridge (re)manufacturers. Those that held on to their B2C ink business units have seen an uptick but, like the OEMs, nowhere near big enough to offset toner cartridge declines.

By contrast, Amazon posted the biggest profit in its 26-year history for Q2 (April, May and June). While those on high street had to close their doors and send people home, Amazon hired 175,000 new staff members. Sales grew 40 percent to US\$90 billion, delivering a profit of US\$5.2 billion (double Q2 2019), despite a spend of US\$4 billion on PPE and other COVID-19 related expenses. Its share price is up 60 percent this year and its founder has become the richest person on the planet.

According to McKinsey, e-commerce accelerated five years in the first eight weeks of the lockdown. The pandemic has created an almost unique moment.

Normally, consumers tend to stubbornly maintain their routines. Habitual behavior hinders the adoption of new technology and innovations even when these are beneficial. COVID-19 has forced almost all of us to change our habits. This has delivered rapid change for huge numbers of people around the globe.

The home has become a multi-functional hub where we live, work,

shop, and play. Our manufacturers and remanufacturers must help our channel resellers to navigate a route to this changed market. Channel resellers need the support of (re)manufacturers to deliver a solution for their customers. This solution must satisfy a reduced "HQ" demand but an increased COHO/SOHO demand. It can encompass refurbished hardware, OEM-alternative supplies, and cloud-based software to track consumption and expense. And lots more!

(Re)manufacturers must empower the reseller to give back control to the corporate/SME enterprise. They must provide solutions that allow the reseller to help their enterprise customers replicate the employees' office experiences at home. Our industry was built on the fundamental pillar of providing better value than the OEMs. That is the one thing that remains unchanged. ■

### Mark Dawson

**RT Global Partner for EMEA**

*Dawson joined the imaging supplies industry in 1987 and has held senior positions with both American and European corporations, including MSE and Clover. He is a director with Internet of Printing BV helping independent resellers find new revenue streams and to optimize margins. Dawson is partnering with RT to bring VIP Expo one day intensive events to the UK, France and the Netherlands. Please contact <mark@iopbv.com>*





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# Stuart Lacey

## Striving for 'Into Africa'

**With so many resources, an abundance of labour, growing socio-political stability, and a significant and consistently growing domestic market, it makes perfect sense to be driving local manufacturing.**

For far too long, we have been hearing the concept “Out of Africa.”

This catchphrase was popularized by the iconic 1985 film, with Meryl Streep and Robert Redford, about the story of Karen Blixen and her life in Kenya as a coffee farmer.

Instead, what we need to strive for is back “Into Africa.”

With the massive growth in population and the disproportionate number of young people (40 percent of those in or their under 20s will be in Africa by 2050), the continent is already starting to turn the tide, and there are a number of like-minded enterprises that see the incredible opportunity to rekindle manufacturing on the continent, for both local consumers, and for export.

While Africa has a lot of natural resources and the manpower to be a major worldwide manufacturer for many different products, the lack of good governance and a consistent, stable marketplace for investors has created an image of struggle and continent-wide instability, with the stigma of being “backwards” and “too risky.”

In my opinion, this is far from the truth.

With so many resources, an abundance of labour, growing socio-political stability, and a significant and consistently growing domestic market, it makes perfect sense to be driving local manufacturing.

To highlight both the absurdity and opportunity the continent offers, Nigeria is one of the largest producers of crude oil in the world. But it has no refineries; all fuel is imported. Only recently has there been a decision to build a Nigerian refinery. How many copper or iron mines are there, yet no refining is carried out locally? How many



food stuffs are grown but not processed in country? And the list goes on...

In order to increase internal trade, the African Free Trade Zone (AFTZ) was created in 2008 and combines today's three main economic zones covered by the trade agreements for the Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC) and Southern African Development Community. Currently, this covers 26 member states, 527 million people and a combined GDP of \$625 billion.

But the greater plan is to create the world's largest free-trade area in terms of the number of participating countries, since the formation of the World Trade Organization. The African Continental Free Trade Area (ACFTA) agreement was signed in 2018 with the aim to open the whole continent to free trade and an open customs union. As of December 2019, there are 28 ratifying countries and 54 signatories. It will cover more than 1.2 billion people and will offer a significant opportunity for anybody manufacturing on the continent.

The recent events have made many people, including us, think very seriously about bringing production back into the continent. In recent years, our manufacturing industries had floundered since resellers

and distributors have started chasing the cheapest products. Yet, with the main manufacturing hubs seeing their general operational costs increasing as well as their employees' salaries, their competitiveness is being eroded indeed. The current pandemic has shown us how fragile our businesses are and their reliance on overseas collaborators. But when the supply chain crashes, then the domino effect applies, and everyone is affected.

The demand for locally-produced products, generating local employment and reducing the reliance on foreign imports is growing exponentially.

Currently Africa imports more products from outside the continent than are traded across domestic borders. This must change. Africa needs to start controlling its own future. The idea of neo-colonialism must shift into actual African production of goods, and mass job creation must be the focus for African youths for their own future.

African goods powered by Africans, for Africans.

In summary, with an increasing middle class, availability of local raw materials, improved infrastructure, ample work force and an ever-increasing demand based on a growing young population, again, it makes perfect sense to be producing locally.

And that is exactly what we are going to do! ■

### Stuart Lacey

**RTGlobal  
Partner  
For Africa**

*South Africa-based Lacey is a 30-year pioneer of the office equipment and supplies industry and is keen to introduce key global suppliers to the big buyers across the African continent with RT VIP Expo one day intensive events in Nigeria, Tunisia and Ethiopia. Please contact <stuart@delace.co.za>*

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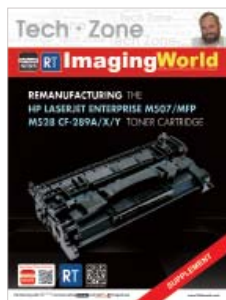
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