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WE SHOULD
HAVE USED THE
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CONVERTING SMART BUYERS TO LOYAL CUSTOMERS

—HYB's founding CEO Vincent Chen discusses quality, innovation and ethics

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Berto's last laugh over toner quality



Ducprint's Aguinaldo Magnago (centred) celebrates with HYB's Kim Lee (left) and Vincent Chen (right) their ten-year distribution partnership. Ducprint in Espirito Santo, Brazil is one of the largest distributors for copier consumables in Brazil. Magnago joins 38 other distributors located in 35 countries who are importing and distributing products under HYB's various trademarks.

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—Maggie Wang

HYB takes pride in its capability to produce quality copier consumables as well as customize copiers in accordance with the specific demands of customers and the local regulations.

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Converting Smart Buyers to Loyal Customers



HYB's founding CEO Vincent Chen discusses quality, innovation and ethics

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01 > China

Toner Testing Updated in Labs

HYB has established a new toner testing standard for both of its laboratories in Yuzhou, Henan and Zhuhai, Guangdong. The HYB technical team adopted the new code to ensure consistency and quality will always be met with the company's expanding range of toners for copiers and laser printers.

Read more



02 > Saudi Arabia

HYB Meets Market Demand in Saudi Arabia Despite Pandemic

HYB has appointed KMD Company as its distributor of products in Saudi Arabia, which has seen a dramatic increase in sales despite the tough times brought on by COVID-19. According to Mr Sharaf, general manager of KMD, the initial supply of HYB copier toners ran out more quickly than expected and another container had to be ordered urgently.

Read more



03 > Russia

HYB Toners Win Quality Awards Ahead of Strong Competition

Dr Stanislav Malinskiy, General Director of Moscow-based Information Agency *Business-Inform*, presented an award and honorary diploma to HYB president Vincent Chen (pictured right) and sales director Kim Lee in Frankfurt at the *Paperworld 2020 Expo* for winning the open quality printing contest with its specialty toners.

Read more



04 > Canada

HYB Expands in the Americas

Andres Rubio (pictured) is the newly appointed international business development manager for North and Central America. Rubio is based in Montreal, Canada and has had more than eight years of industry experience with two leading North American aftermarket manufacturers.

Read more



05 > Turkmenistan

HYB Moves into Central Asia

The 12-year-old family-run company Amanae Computers, which provides printers, copiers, computers and supplies to businesses in Turkmenistan, has been signed up as a partner to distribute HYB products. Owner Mr Amanayew placed his first order with HYB in 2019 in a country which has been at the crossroads of civilizations for centuries.

Read more



06 > Korea

More than 6,000 Vacuum Cleaners Sold

HYB's distributor in Korea has completed the very complicated paperwork necessary to get approval for distribution. This follows a significant investment and strict quality controls to launch the XC-168 vacuum cleaner in October 2019. In March 2020, it also received the CE Certificate of Conformity (#EBO1912114-V314) which has subsequently proven to be popular with technicians in Southeast Asia, South America and the EU.

Read more



07 > China

Judges Rule with Global Award

Fourteen independent, international judges voted to award HYB in 2020 for growing its reputation as a world's leading manufacturer of compatible copier consumables through 700 distributor relationships in 77 countries. HYB president Vincent Chen (pictured right) accepted the trophy and citation in person from *RT's* David Gibbons following the global virtual awards ceremony.

Read more



08 > Malaysia

Market-leading Malaysian Distributor Appointed

With more than 100 staff, Selangor-based EDS Office Supply has been authorized as HYB's official distributor in Malaysia. With more than 3,000 customers, and growing, EDS has become a market leader and reputable copier solutions and IT support provider.

Read more



09 > Paraguay

Latin Distributor Satisfied with HYB Toner and Machine

LIFOT was the first market player in Latin America to start importing HYB remanufactured Sharp and Ricoh copiers. The company claimed the Ricoh copiers, remanufactured by HYB, have helped them capture a big market share in Paraguay, along with HYB's premium quality Ricoh compatible toners.

Read more



10 > Mauritius

HYB Toners and Parts Now Being Distributed in Mauritius

Mr Toner, HYB's official distributor in South Africa since 2010, has completed all the necessary legal procedures to acquire a dealership on Mauritius Island—2,000 kilometers off the south-east coast of the African continent. Owner Tony Maia says he is delighted to be the official sales channel for HYB products, including HYB Toner® and ZEUS Toner®, which are trademarks owned by the HK HYB.

Read more



IN MY VIEW

Why I continue to support my customers who sell OEM products with HYB products?



South Africa

Tony Maia
Managing Director
Mr Toner

We have been dealing mainly with copier toner and spare parts in South Africa for 18 years. As one of the biggest Importers in South Africa, we have a strong customer base of dealers who only want premium quality products. It is for this reason we have been dealing with HYB toner for more than ten years as its distributor. We started slowly at first but the HYB business has grown to become quite large scale now. Its quality is fantastic and top grade. All my customers in South Africa—and even those in neighboring countries—love these products. This has made me so proud to be its distributor in South Africa that we opened a branch company in Mauritius in 2020 and already we can see lots of positive feedback from this island territory as well.



Lithuania

Andrius
Product Manager
Daily Print

I am product manager of the Lithuanian company Daily Print. We have been in the market for 15 years with all sorts of copier and printing supplies. Our company has been delivering quality products to our customers who demand only good products like HYB's. As the sole distributor of HYB in our country, I can say that HYB has helped us grow a big market share because customers can get competitive pricing as well as high quality. Nowadays, HYB is our number one supplier when it comes to supporting our business in copier toner, bulk toner and copier spare parts.



China

Kenny Yu
Sales Director
Future Graphics Imaging

HYB has been a quality-oriented company in the field of copier imaging supplies and we are pleased to work with such a leading company in the industry.

4 NEWS

▶ Japanese Partner Formulates Toner for Use in Ricoh Devices



China-based HaoYinBao Group Co., Ltd (HYB) has worked with its toner manufacturing partner in Japan to release a proven quality chemical color toner for use in Ricoh devices. The formulation is a new one developed between them.

The toners can be used in:

Ricoh Pro C651EX, C751EX, C751, Pro 7100, Pro C7100s, Pro C7100sx, Pro C7100x, Pro C7110, Pro C7110s, Pro C7110sx, Pro C7200e, Pro C7210sx, Pro C7210x, Pro C751EX;

Lanier Pro C7100, Pro C7100s, Pro C7100sx, Pro C7100x, Pro C7110, Pro

C7110s, Pro C7110sx, Pro C7200e, Pro C7210sx;

Savin Pro C651EX, Pro C7100, Pro C7100s, Pro C7100sx, Pro C7100x, Pro C7110, Pro C7110s, Pro C7110sx.

HYB claims to be already supplying this toner in bulk and refill packaging to its customers who are using the toner in Ricoh Pro C651 and C751EX machines.

According to the tests conducted by HYB, the current formulation stands out from most of the conventional and chemical toners in the aftermarket with a very close performance to the OEM.

▶ Development of Non-infringing Patent-safe Cartridges



HYB claims to not only be an empty cartridge remanufacturer for copiers, but also a pioneer in the development of patent-safe cartridges.

The company has revealed more than 480 self-developed patent-safe cartridge SKUs are available for customers looking for non-infringing products. The product range suits dealers and manufacturers seeking quality,

compatible Ricoh, Canon, Xerox, Konica Minolta products.

HYB claims its professional R&D team for copier cartridges is rich with experience in the engineering and structural characteristics of different copier machines. Its dedicated laboratories for copiers allow its technical department to test their innovations onsite and to continue improving the

The datasheet revealed, for example that more than 45K pages can be printed. HYB has in-depth cooperation with their partner in Japan for development of their exclusive toner. The project enables HYB to use the strength of their own intellectual property to meet the requirement of higher quality toner formulas. According to the marketing manager of HYB, there will be eight new toner formulas engineered and manufactured in Japan to be released in 2021. ■

▶ Product Range Expanded for Copier Spare Parts



HYB claims it has developed more than 145 copier drum SKUs for use in Ricoh, Canon, Konica Minolta, Fuji Xerox, Lexmark, Sindoh, Olivetti, and Kyocera Mita machines. In addition, an inventory of over 22,000 OEM drum cartridges is available for immediate shipment.

HYB's remanufactured drum units, which the company promotes as possessing premium configuration and performance, have already been successfully delivered to distributors in

E.U., U.K., and the U.S.

The anti-noise version of rebuilt DR 313 drum units has convinced many Konica dealers to switch their sourcing from current supplies to the high-quality products manufactured by HYB. HYB also claims some new models for use in Xerox color and monochrome copiers will be available for lease to the market soon.

In addition, HYB will activate its

massive remanufacturing line for fuser assemblies in 2021.

In order to provide a one-stop solution, HYB has also launched other core components including OPC drums, drum cleaning blades, pick-up/feed/separation rollers for copiers and developer packs—all manufactured in Japan. Products for use in Ricoh, Kyocera Mita, Konica Minolta, Canon, Xerox, Sharp, Toshiba, Panasonic, Olivetti and Utax are listed in HYB's spare parts catalogs. ■

NEWS 5

IN MY VIEW

Why I continue to support my customers who sell OEM products with HYB products?



Panama

Alvaro Puche
President
Overseas Trade Supply

As one of the few companies to focus on products for copiers in Panama, we have been in the business for almost 30 years. Since 2010, we started to work with HYB and became its distributor for selling the products using its HYB Toner® trademark in our country. My experience in this field tells me HYB is the professional one to use as a manufacturer for copier imaging supplies. In the past 30 years we worked with other companies from Germany, America and China with the same kind of products but HYB has proven to be the best and it continues to expand in the market with more newly developed products, good service and technical support. The management know their products well and constantly support us to develop our business here as well. I appreciate our long-term and stable relationship with a continued expectation for common success.



Pakistan

Kafil Shaikh
Group CEO
K-Group of Companies

As one of the largest group companies in our country to provide services and products in the field of machinery and IT, K-Group companies has very sophisticated procedures and high standards in choosing its suppliers. HYB stands out in the market and for years it has kept its supply stable, good quality products. As a certified winner in the International Quality Printing Contest, HYB enjoys a well-earned reputation with its stable quality. I am proud to be its partner in Pakistan and also proud to be its customers.

The Lab that Converts Smart Buyers into Loyal Customers

The HaoYinBao Group, better known around the globe as HYB, has a factory just down the road from my office here in Zhuhai. It took me ten minutes to drive there only to learn HYB also has a toner factory and lab in Yuzhou in Henan province, some 1,600 km north. HYB is a manufacturer of toners, component parts and other supplies, mainly for copiers.

Kim Lee, the international sales manager greeted me, "Welcome to our modernized and purpose-built factory and lab for toner, spare parts and the testing of copiers."

My first impressions were memorable: a sea of copiers and printers in a highly polished, clean and well-organized lab. While I have been to many labs here in Zhuhai and in other Chinese cities in the past ten years, this one was among the best of the best. It is a standard that HYB's founding CEO Vincent Chen has insisted upon since he established the company in 1998. His vision was to start and keep HYB at the frontier in terms of research and development, quality control and the standardization of copier imaging supplies and parts.

"Don't just settle for what you see," Lee said. "Meet Mr Wenhao Gu (pictured), HYB's technical director who has been here since 2009. He will explain

how this lab really wins over potential buyers to become loyal, long-standing customers."

Smart Buyers

"Buyers are a lot smarter than most of us realize," Gu said. "They are not really interested in whether you have a laboratory, so much as what you do in it." Gu explained the buyers who come to China have usually been in the imaging business for a minimum of 15 years. "They ask tough, technical questions, ask for the evidence of the testing and to study the reports to see if we are just 'window dressing' or whether systems, standards and scientific methods of measurement are really a part of our daily life. Once they experience this, the sales job is 80 percent accomplished."

Gu has three senior technicians in his team of 46 staff. Each of the three have relevant masters' degrees in materials science and chemistry with more than 18 years' experience in toner—critical for

working closely with HYB's facility and also with their partner-supplier in Japan. Others in the team have bachelors' degrees in structural molding design with high proficiencies in pro-engineering, UG, auto-cad and mold-flow operating software.

HYB's potential customers—distributors, dealers and importers—have businesses that mostly deal with OEM devices and supplies. They are not prepared to compromise on quality or to risk a poor end-user experience. Copier distributors offer products as well as services to their customers so any quality issues dramatically increase the costs of providing repairs and support and can also have an adverse impact with customer loss. So, to convert them to an aftermarket alternative is not easy.

According to Kim Lee, there are two constant concerns expressed by all potential buyers visiting the plant. Each wants to know:

- how HYB manages to produce premium quality products, and
- how the company is able to maintain consistency in each shipment.

"These are the two main problems they suffer out in the field," said Lee. "Some have had bad experiences with other suppliers. So, they expect testing reports



David Gibbons





to come with each batch they order.” Lee says there is a legitimate problem with some aftermarket suppliers who fake the test reports. “The buyers are very smart. They are sensitive and experienced enough to know if you are fooling them or not.”

Lee tells of the experience of a big buyer from Saudi Arabia. He was so discerning he could tell whether the supplier had done the proper testing. He found some were making up the numbers to produce fake data. This buyer claimed he honestly only saw one legitimate report including extreme environmental tests during his whole trip visiting factories in China. “This customer eventually became our distributor in Saudi Arabia,” said Lee.

Higher Testing Standards

According to Gu, some suppliers have tried expanding from laser printer toners into copier toners. “Copiers are quite different to printers in this regard,” Gu said. For this reason, the professional lab team has developed a well-rehearsed code of following precise systematic testing methods in order to match the expectations of the customers. “We must take care of the quality of the toner and also test to see how it will affect the imaging and fusing systems in the copiers.”

In addition, HYB has defined every testing method, testing pattern and testing load for each toner formulation in each machine. “Many of our competitors will not do this because the cost of doing it is very high,” said Gu. “In our opinion, we cannot afford not to do it. We want to be able to predict every possible outcome and be in control of it, for our customers’ sake.”

The testing of toner and spare parts for the copiers is inseparable. They are very often connected because the testing of the toner needs to include monitoring the condition of the copier parts to make sure there is a seamless and positive impact with the HYB toners. A fault, for example, may only appear after many months and not in the first few days. This is the kind of data that buyers are also looking for because they are not just interested in the first sale to the end-users but the long-term repeat business as a result of satisfied customer experiences.

Toner formulations are tested for both quality control as well as development purposes. A strict testing process is conducted for each and every purpose for which the toner will be used. For this reason, it has become convenient for HYB to also have a chemistry laboratory in its Zhuhai factory even

though HYB’s toner plant is in northern China. In addition, customized tooling and equipment—designed to test the functionality of the cartridges, the seals, the toner feeding efficiency and aging, and chip testing—play a key role in both laboratories.

With Zhuhai recognized by government authorities as the world capital for printing consumables, the southern China city has its own print consumables testing laboratories operated by the government. The Zhuhai Supervision Testing Institute of Quality and Metrology was established to test, analyze and report on the quality of printing consumables. This authority chose the HYB lab to professionally advise them during the establishment of its testing and evaluation procedures and the calibration of its equipment.

“It was a big honor for us, as a private company, to be involved and trusted,” said Gu. “The strict quality controls in our labs have won us certifications from government authorities.” In 2018 HYB was awarded the National Example Enterprise “for exporting qualified and secured printing supplies products.” In 2019, the company was awarded the Provincial Example Enterprise “for exporting qualified and secured printing supplies products.”



“When you earn such a high degree of trust from government authorities, we cannot help but maintain our laboratories at a high standard,” Gu said.

Meeting the OEM Standards

The intention to successfully develop products as a real alternative to the OEM meant accurate data about the OEM products needed to be gathered from the outset. Aftermarket toners, if they are to be truly a seamless replacement and alternative, must have the same fusing properties, density and yield and be compatible and reverse-compatible with the OEM equivalent in each case.

“We will never release a product into the market if we have not completed our due diligence research on the OEM product first,” said Gu. HYB closely observes the impact of its toners on the devices, particularly on the parts that are replaced such as rollers and OPC drums. HYB takes the view that it cannot be a one off evaluation but needs to be long-term.

“Let me give you a real example,” said Gu. “Following a big demand for Xerox DocuCentre and AltaLink devices, we developed a color toner which was manufactured by our partner in Japan.” According to Gu, some damage was

being caused but was only discovered after many thousands of pages had been printed. “We spent a lot of time improving the toner formulation and we only released it once it had been tested in our laboratories again.” This toner is able to be printed on heavy graded 200 g/m² paper and has become the preferred toner by many Xerox dealers.

HYB also provides support for its buyers and customers in helping them to understand the products. “None of our customers have the wide range of testing devices we have here, so we are able to run tests on competitor products on their behalf as well so they can clearly see the difference between the products available in the market.”

There is no time to rest. I was shown eight new toner formulations being tested awaiting approval before being released in 2021. An additional product development manager has also been employed to meet the growing global demand for HYB products. Investment continues to be made in hardware, human resources and the improving of standards in the lab to ensure HYB remains a leader in the market. It is impressive to witness the level of quality and success. ■



Canada
Samir Bahous
Independent Copier Market Professional

As a former competitor of HYB, it gives me a great pleasure to write about the relationship I have had with Vincent and Kim of HYB-Zhuhai. I have spent 35 years of my life working for Densigraphix Kopl in Montreal, Canada. I was vice president of operations when I came to know HYB during one of the RemaxWorld shows in Zhuhai China. Despite being competitors, I have always found Vincent and Kim to be very honest and respectful in discussing issues related to the copier and printer supplies. As a result of my yearly visits to Zhuhai, we have become good friends. What impressed me the most is HYB's dedication to the imaging industry which has resulted in where they are today. Since my retirement, I have kept in contact and continue to visit HYB's impressive operation in Zhuhai and I am really impressed to see the heavy level of investment in molding equipment, lab testing equipment, experienced technicians to qualify all their products before they hit the market, infrastructure and customer service personnel. They have become a one-stop shop and a leader for all your imaging needs including toners and spare parts in this industry. I was very confident in referring my largest customers to HYB who are looking for quality, service and competitive pricing. You should give them a chance to serve you. I guarantee you won't regret it.



Japan
Daisuke Ishida
Tomaki Shoji Co., Ltd.

HYB has met the strict requirements of Japanese customers with their high quality and stability toners and parts. I am pleased to have a long-term business with HYB Toner.

HYB: The First Customer Choice for Copier Consumables

✍ Maggie Wang

One comprehensive company has developed, produced and delivered a wide range of products—up to 2,700 SKUs—to customers all over the world directly from its factory in Zhuhai, the world capital of printing consumables. It has also been recognized, and awarded, as a first-choice supplier for copier consumables by over 700 importers from 77 countries.

The company is HaoYinBao group, better known to many as HYB.

In 1998, HYB was first established in Zhengzhou, in China's Henan province. Two other subsidiaries HYB Henan Co., Ltd and Hebei HYB Toners Co. Ltd. followed. The three companies then focused on R&D and manufacturing of toners for copiers.

In 2004, Zhuhai HYB Toners was founded, opening a new chapter in HYB's story of development. Through integrating different resources, HYB transformed from a toner manufacturer to a solution provider for the imaging industry. The company laid out a whole industrial chain plan for self-development and manufacturing products, formulas and spare parts for the imaging industry. As a result, the company's business expanded from toners to include all other consumables and spare parts for copiers. HYB claims that it now has more than 2,700 SKUs including copier cartridges, toners, waster toner bins, and drum units.

Sticking to "integrity, quality and service", HYB had become a leading company in the global compatible copier consumables industry. In 2007, the company obtained ISO

9001 and ISO14001 certifications, which is a verification of its ability to standardize mass production.

By 2008, HYB had developed into a group company. Two years later again, HYB was granted the rights to establish a copier consumables industrial park in Yuzhou, Henan province, an investment of about RMB 200 million (US\$30.9 million). At the same time, Henan HYB Imaging Materials Co., Ltd was founded.

During this period, HYB toner cartridges and service vacuums passed CE certified confirmations (Directive EMC 2014/30/EU and LVD 2014/35/EU) and its toner and toner cartridges passed the ROHS certification as well.

Meanwhile, HYB built a huge creative industrial park in Zhuhai, focusing on the testing, development and production of copier consumables. The industrial park consists of more than ten machine shops including toners, injection molding, refilling, blow molding, assembly, ultrasonic welding, testing, and packaging. HYB claims its molding factory produces more than 95% of the copier cartridge molds in the market, which laid the foundation for the company to command a leading position in the development and production of copier cartridges.

Within the creative industrial park, there are 46 experienced R&D personnel working on the research and development of toners, mold engineering, toner quality control and the configuration of spare parts.

HYB has developed several channels through which it can import toners from Japan. The company can also develop toner formulas with Japanese toner manufacturers to provide solutions for consumables where no other replacement products are available in the market. HYB and its Japanese toner partners have worked hard to deliver products that have high stability, compatibility and quality, and are yet cost-effective in machine operation and maintenance. The success in achieving this has allowed HYB's toners to earn a great reputation and its toner formulas have won several international awards.

In the remanufacturing of OEM copiers, HYB takes pride in its capability to customize these copiers in accordance with the specific demands of customers and the local regulations.

Apart from its R&D strengths, HYB also shows care and concern for the environment. In 2019, HYB received its certified China environmental labeling. As part of the remanufacturing process, the company reuses copiers to meet the best full life cycle for which they were originally designed and to minimize any devices from ending up in landfills prematurely.

2012 was a fruitful year for HYB. It was recognized by Alibaba, the China-version of Amazon, as trade assurance supplier and integrity pioneer. HYB was also verified by the Spanish-based Bureau Veritas and German-based TÜV Rheinland as a Production Assessed Manufacturer.



Global customers visit the HYB laboratory in Henan Copier Imaging Material Industry Park

In 2015, HYB was registered on the DHgate, a Chinese business-to-business and business-to-consumer cross-border e-commerce marketplace, to enhance its online business. Capable of speaking the most common global languages, HYB sales team is well prepared to help customers solve problems promptly. The HYB sales network has already spread into 77 countries, with brand dealers in 72 countries and with almost 700 international importers.

In 2018, HYB started to produce drum units, with a channel that could recycle between 10,000 and 13,000 OEM drum units per month. Utilizing long-life Fuji and Mitsubishi OPC drums in the remanufacturing process, HYB boasts its drum units come with OEM-equivalent performance. Using universal codes, HYB drum units can be used in Europe, the Americas and Asia, saving a lot of money for big importers.

At present, the HYB drum unit production line can produce 500 drum units per day. The company has developed more than 105 kinds of units that can be used in Kyocera, Ricoh, Canon, Konica Minolta, Fuji Xerox, Lexmark, Sincod and Olivetti copiers.

HYB has also developed spare parts acceptance standards and established a complete supply chain to provide customers with a one-stop solution.

During the turbulent 2020, HYB bagged some first-place honors. In January, it won first place in the ACQMS International Quality Competition from 30 international

brands. It also won first place in the printing test category in the global quality competition. In February, HYB won first place under the toner category in the competition due to its co-developed toner formula HYB-u4RM.

Then, during the RemaxWorld annual global award ceremony, which was held virtually in November, 2020, HYB was presented the Best Global Brand award. The award was nominated thousands of nominees and adjudicated by 14 independent, international judges.

Leading into 2021, HYB was recognized as the AAA Accredited Contract-honoring Enterprise by an official from the Chinese government in January.

All honors are endorsements point to HYB's dedication to quality.

Since it was established 23 years ago in 1998, HYB has set up and continuously operated a testing lab to address their priority and high expectations for quality. The lab is equipped with more than 600 medium and high speed copiers of different types for testing in high and low temperatures along with their purpose-made toner chemistry lab. To further guide the lab staff to complete different testing precisely, the HYB R&D team recently released new advanced standards for toner testing.

Due to their profession in testing, HYB also undertakes specific test projects for quality supervision and government agencies. ■

*Read more about the HYB lab on page 6.



Colombia

Omar Moreno
LATAM Sales Manager
HYB Toner

I have my own interesting and unique experience to share. For the past seven years, I have worked in my father's company, which is the distributor for HYB in Colombia. For many years my customers and I have been impressed by the excellent quality provided by this China-based manufacturer. So when I decided to start my new career I wanted it to be working with HYB. It is now my third year working here and it's my honor to witness the growth of the company.



Uzbekistan

Kim Anatoliy
Technical Director
Monochrome Group

In the modern world, all sectors in every economy face the universal problem of product quality assurance. The quality indicators for each sector associated with the production of quality are specific to each industry, including our business. Therefore, the ability to find reliable and stable business partners is of great importance. HYB is one of our such partners because the professionalism of their team uses a high-tech approach to doing business which gives us the luxury of not having to worry about the quality of their products.



Kenya

Wainaina Kelvin
Owner
Ricoh Systems

With many years of experience in the business of Ricoh machines and supplies, I have to admit the fact that HYB has really supplied us excellent toners to use in those copiers that enabled me to save the cost of the OEM toner. Their color and monochrome toners are the first compatible products that give zero issues to our spare parts and service costs. I am not exaggerating. Even our service manager and his team like the HYB products



HYB's modern testing laboratory for copier toner and spare parts occupies 80,000m2 of the Copier Imaging Material Industry Park in Yuzhou, Henan.



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RT

Mark Dawson

The Importance of Branding

Developed correctly, a brand acts as an influence of choice.

In the (still) huge global market for imaging supplies, the OEMs (still) control the lion's share. These OEMs continue to focus on strengthening their brands. When did you last see an unbranded OEM device? An unbranded OEM toner cartridge?

Why then does our aftermarket persist with (very) low priced "white box" strategies? Some aftermarket companies, however, like HYB, are proudly promoting their brands to such an extent that customers are now demanding only those toners for their hard copy devices.

During my time, I have been inspired by many visionaries but have also come across some dinosaurs. These are real attitudes encountered: "A brand is just another word for a logo – and I've got one of those"; "Branding is fluffy, there's no real substance to it"; "Brands are only for consumer products, they're not relevant to my business which sells to dealers"; "And anyway, most of my business is private label so it is my customer's job to invest in branding". Will this behaviour survive?

What is a brand anyway? Wikipedia says a brand is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others. Brands are used in business, marketing, and advertising. Initially, livestock branding was adopted to differentiate cattle by means of a distinctive symbol burned into the animal's skin with a hot branding iron.

Note the "D-words": Distinguish. Differentiate. Developed correctly, a brand acts as an influence of choice. It creates loyalty and advocacy. It enables you to command a price premium. It provides a vital differentiator, especially important where products and services are commoditized. It provides a platform for growth. It provides a framework to integrate all the ways you present your business. It



provides credibility, clarity and consistency. In accounting, a brand is even defined as an intangible asset which is often the most valuable on a corporation's balance sheet.

Interbrand ([see www.interbrand.com](http://www.interbrand.com)) is a global marketing consultancy that specializes in brand management. It has 24 offices in 17 countries and measures the value of brands, ranking the Top 100 each year. In its "2020 Best Global Brands", it aggregates the value at over \$2 trillion, an increase of 9% over 2019. Here are the Top 10:

01 Apple +38% 322,999 \$m	02 amazon +60% 200,687 \$m	03 Microsoft +53% 186,000 \$m	04 Google -1% 185,444 \$m	05 SAMSUNG +2% 162,289 \$m
06 Coca-Cola -10% 10,894 \$m	07 TOYOTA -8% 11,595 \$m	08 Mercedes -3% 49,268 \$m	09 McDonald's -6% 42,816 \$m	10 Disney -8% 40,773 \$m

The full report is available at <https://interbrand.com/best-brands/>

If our imaging supplies industry is to prosper, it must embrace the concept of branding, to differentiate and add value. Without differentiation there is only price. If you only have price, then you better be a cost leader and be confident about remaining a cost leader.

We must never forget that business won solely on price is always lost on price.

There is always someone cheaper. Therefore, differentiation is vital. There are multiple ways to differentiate: Solutions, Quality, Convenience, Range, Service, Ecology, Technology, Proximity to market, and many more. Differentiation is key to driving value. Branding is the key component for communicating your differentiation.

2020 was a traumatic year for many businesses. The CEO of Interbrand describes it as "a year of turbulence so seismic in scale, and rapid in impact, that the world is still computing the effects". Yet, in this period the value of the Top 100 brands grew 9%!

My industry cohort, Ray Stasieczko recently contrasted analysts with visionaries. He said analysts are those who project current trends into the future and visionaries as those who bring the future to the present.

As we emerge from COVID-19, focus on the unfolding climate crisis will take over. An industry founded on the concept of re-use, has an unprecedented opportunity to embrace sustainability as our global message and build our brands around it. Such messaging will have relevance and direction for our ultimate customers and increase our share and value. It requires leadership and engagement.

Will we do it? Or will we persist with low price white box models? ■

Mark Dawson

Mark Dawson is RT Imaging World's Regional Partner for Europe and the Middle East. He joined the imaging supplies industry in 1987 and has held senior positions with both American and European corporations, including MSE and Clover. He is currently building RT/COP (Real Time Communication BV) whose mission is to help independent resellers find new revenue streams and optimize margins.

Dawson has partnered with RT to provide consultancy for manufacturers with plans to increase share in Europe and the Middle East. For more information, please contact him at mark@iopbv.com.



RT Global Partner for EMEA

6 QUESTIONS

Emphasizing Quality Over Price

—HYB Sales Director Kim Lee reveals how to chase OEM business

What is your view of the tension between quality and pricing of products?

To answer this, you need to have a clear understanding of the market. Recently, many printer cartridge suppliers have been jumping into the copier imaging supplies segment. These newcomers bring the same cut-throat pricing strategy they use with their compatible HP cartridges sales. Many are not even aware Chinese suppliers do not dominate the international copier supplies market. Many have developed a bad reputation for poor quality among dealers too. This is the tension impacting copier parts and supplies right now.

HYB has a competitive price policy when compared with the OEM, but it is based upon premium quality products. The low-priced, low quality sector is a crowded space we do not want to enter.

What is your customers preference, and why?

Our target market are dealers, distributors and wholesalers who are rich with experience and demand quality above anything else. They know it takes time for an end-user to approve samples. They know they must set a high-quality standard first. This is a barrier for those price-oriented suppliers who enter the market cutting prices first. They can never supply a quality product that this market demands.

What experiences can you share where consumers were pleased with quality of HYB products?

We have plenty of true stories to share. What has surprised me most recently, is that many of our distributors in different countries keep asking us for T-shirts bearing our logo. Their employees love these shirts. That's because in countries including Italy, Spain, Lithuania, Paraguay, and South Africa, we have established a good reputation with our trademarks. Customers who are proud of your trademark want to be a part of the success you achieve.

Can you share an experience where you lost a customer because of price but won them back again because of quality?

One such case was with our compatible TK-6305 toner. Most of our competitors use a formulation developed by a famous Japanese manufacturer. However, HYB's technical professionals found this formulation was defective after

5,000 copies. So, we rejected it. We found a different Japanese supplier where the toner formulation is 100% efficient and effective. But we found that our toners were 30% more expensive than our competitors. One of our customers switched to another supplier. However, after five or six months, he returned to HYB again. He told us the competitor toner caused damage to the drum unit after 4- or 5,000 pages. In switching back to HYB, he was willing to pay the higher price and has been with us ever since for many years.

Under what circumstances could it be possible to have very high quality and low prices at the same time?

In the 5Q interview in a previous edition of RT ImagingWorld magazine, our founding director, Vincent, discussed the importance of control when it comes to the supply chain. In my opinion, a manufacturer like HYB can find many opportunities to control both the quality and the prices at the same time. We own our own engineering skills. We are quite capable of developing our own toner formulations and patents. We keep updating our testing procedures and quality standards. It's a combination of all these important factors that makes it possible.

To what extent are you loyal to HYB because of its view and standards relating to quality?

We have many distributors who are contracted to us for up to 10 years. They are loyal to HYB's consistent quality. This delivers benefits including high end-user satisfaction and the opportunity to confidently establish relationships with new customers. As a result, their businesses grow alongside HYB's.

This is the same for me having worked at HYB for over 10 years. We started with a small-sized international business and I have witnessed growth in our team, our customers and our sales revenue. I strongly believe maintaining quality standards, while ignoring the temptation to enter the low quality, low-price sector, has played a significant role. ■

Kim Lee, Sales Director of HYB, <kim@haoyinbao.com>

David Gibbons



Can the Chinese Really Deliver What the Rest of Us Want?

China does have the capability to innovate, disrupt and supply those of us in the West with outstanding quality products

China was once a world leader in science and technology and is known for the Four Great Inventions—papermaking, printing, the compass, and gunpowder. These were inventions that changed the world, particularly the economic development in East Asia, the Middle East and Europe.

Apart from the Great Four the Chinese also delivered silk (4000 BC), tea (2737 BC), acupuncture (2597 BC), noodles (2000 BC), porcelain (1600 BC), iron smelting (1050 BC), the crossbow (700 BC), the abacus (500 BC), the umbrella (21 AD), the seismograph (132 AD), the wheelbarrow (197 AD), kites (549 AD) and the compass (800AD). The list continues of ancient Chinese inventions that revolutionized many industries we take for granted today.

So, what happened? Did this ability to innovate and disrupt the status quo disappear?

Let me tell you a true story that shocked me. A Western buyer visited a Chinese factory that was allegedly manufacturing 200,000 printer cartridges per month. This company claimed to do a full-page-yield test on 2% of all finished goods, picked randomly from the production line. Doing the math, he expected 4,000 cartridges being tested—200 per day each with an average yield of 4,000 pages—would mean almost one million pages were being printed every day. My buyer friend asked to visit the Quality Control (QC) area to see all these printers at work, the huge stocks of paper needed and the sample results. He was told the QC area was closed for the day. My friend responded, "No problem, could you simply unlock the area so I can see it for myself." He was told



the only person with the key was not there. He asked if he could look through a window. He was told that would not be possible either.

Such stories are not isolated and have tarnished the reputation of the once mighty enterprising empire. Buyers are unsure whether the technology, quality and integrity standards are robust enough to satisfy the demands of their own end-user customers.

Yet, in spite of such horror stories, China's patent office received 1.54 million patent applications in 2018. In 2019, China surpassed the U.S as the top source of international patent applications filed with WIPO.

Some 10,000 Chinese engineers and academics produced faster high-speed train technologies in three years that are now being exporting to other nations. As of 2020, China has the world's longest, and most extensively used high speed railway (HSR) network. It now accounts for two-thirds of the world's total HSR networks and it is predicted to soon have more than the rest of the world combined.

Out of this world?

Then let's go to space. In 2003, China became the third country to independently

send humans into space aboard Shenzhou 5. Their Lunar Exploration Program landed a craft on the "dark" side of the moon and is planning a manned lunar landing sometime in the next few years. Then comes the exploration of Mars and Venus. Its five-hundred meter Aperture Spherical Telescope, completed in 2016, is the world's largest radio telescope.

Chinese industries are not only at the technological frontier in electronics, electric-powered vehicles, high-speed railways, aviation and space exploration. They are also driving technological innovations in emerging areas such as new and renewable energy, advanced nuclear energy, big data, A.I., robotics and e-commerce. The Wall Street Journal said, "China's technology sector is reaching a critical mass of expertise, talent and financial firepower that could realign the power structure of the global technology industry in the years ahead."

China joined Japan, Korea and the United States to become one of the only four nations to research and develop printer and copier technologies. COVID-19 gave me the time to personally visit many enterprises here in China. My recent visit to HYB's professional lab and QC testing centre, for example, revealed all that I have heard from very satisfied customers from all over the world. China does have the capability to innovate, disrupt and supply those of us in the West with outstanding quality products that will excite and grow our businesses. ■

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>.



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16 | THE LISTS

DID YOU KNOW?



HYB's partnerships have made such impressive breakthroughs in the development of chemical toners that its customers have trebled their demands for the special exclusive formulations particularly for use in Ricoh Pro color copiers.

QUICK FACTS



Despite COVID-19 affecting many copier dealers, HYB still managed to establish 96 new international partnerships during 2020..



Vincent Chen worked with Konica Minolta in market development until he founded HYB in 1998.



More than 2,200 tons of bulk toner is consumed by HYB during its production processes—the same weight as 630 adult African elephants!



46% of HYB's managers have been with the company for more than 5 years with 22% of them having been there 10 years.



HYB's registered ZIKOM brand used to be an Original Equipment Manufacturer until it went bankrupt and was subsequently bought up by HYB in 2010.



While most cartridge casing manufacturers use plastic grains from Chinese suppliers, HYB directly imports its plastic raw materials from abroad to assure best quality cartridges are made that do not exceed international DecaBDE standards.

BERTO'S LAST LAUGH



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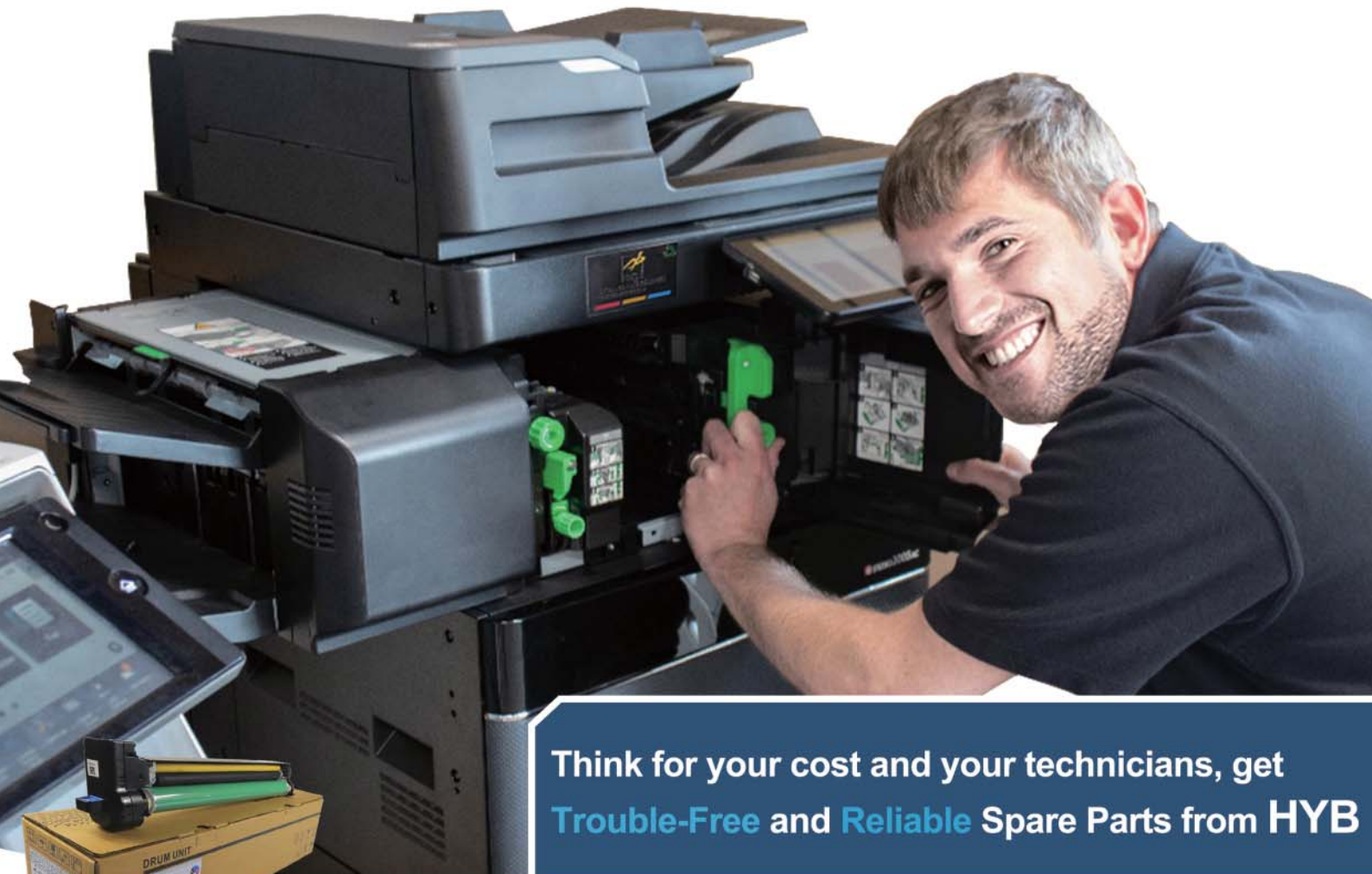
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