



**TAKING  
RESPONSIBILITY  
TO CARE FOR OTHERS**  
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**BACK TO THE FUTURE  
FOR REMANUFACTURING**  
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**SEEKING NEW  
OPPORTUNITIES**  
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**INVENTING  
A BETTER  
FUTURE**  
PAGE 15



# RT ImagingWorld

The Most Trusted Name in Print in 5 Languages

**Ninestar**



**PANTUM**



**G&G**

PAGE 06

## TURNING 21 IN 2021

—Ninestar's Eric Zhang holds the 'key to the door' opportunity for quality and responsibility





YES WE CAN!

Be a G&G Distributor

# Lead You to Success!



-  1,350,000 sqm<sup>2</sup> industrial park
-  2500+ R&D Engineers
-  18000 Employees Worldwide
-  Market Value 4 billion USD
-  **A Listed Company**  
(SZSE: 002180)

*A premium global brand from Ninestar,  
a technologically advanced manufacturer with printer OEM expertise*

*Deliver superior quality equal to OEM products & extensive product offering*

*Best in class after-sale & technical support*



**Jon Chan**  
Global Branding Director



**Adam Miao**  
Global Branding Director



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# IMAGING WORLD

No. 122 | 2021

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*More than 320 people registered and attended Ninestar's  
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Tom Qin (left) &  
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## 01 » Germany

**Partnership Strengthened with German Distributor**

Ninestar G&G and its German distributor Toner Dumping signed a Memorandum of Understanding (MoU) at *Paperworld* in Frankfurt in January 2020, aiming to strengthen the partnership between two companies. "Winning new customers is only possible here with excellent, stable quality, the highest level of innovation and professional convincing marketing," said Daniel Orth, founder of Toner Dumping.



## 02 » Russia

**Highest Quality Brand Awarded in Russia**

Ninestar's G&G brand was voted the winner of the "Highest Quality Brand" during the international "*BUSINESS-INFORM 2019*" exhibition held in May 2019, in Moscow, Russia. No face-to-face event has been held since due to COVID-19. Organisers of the 2019 awards claimed more than 1,900 specialist sellers and 600 specialist buyers of cartridges for laser printers and MFPs took part in the voting in Russia.



## 03 » Italy

**Italian Celebrity Shares Positive Opinion**

Stefano Gallarini, a popular journalist and influencer on Italian TV and radio has gone on record shouting the praises of the G&G brand. In his video series, the expert in technology, videogames and virtual reality shared the features of G&G products to tens of thousands of consumers across Italy during 2021.



## 04 » Spain

**Helping Needy Kids**

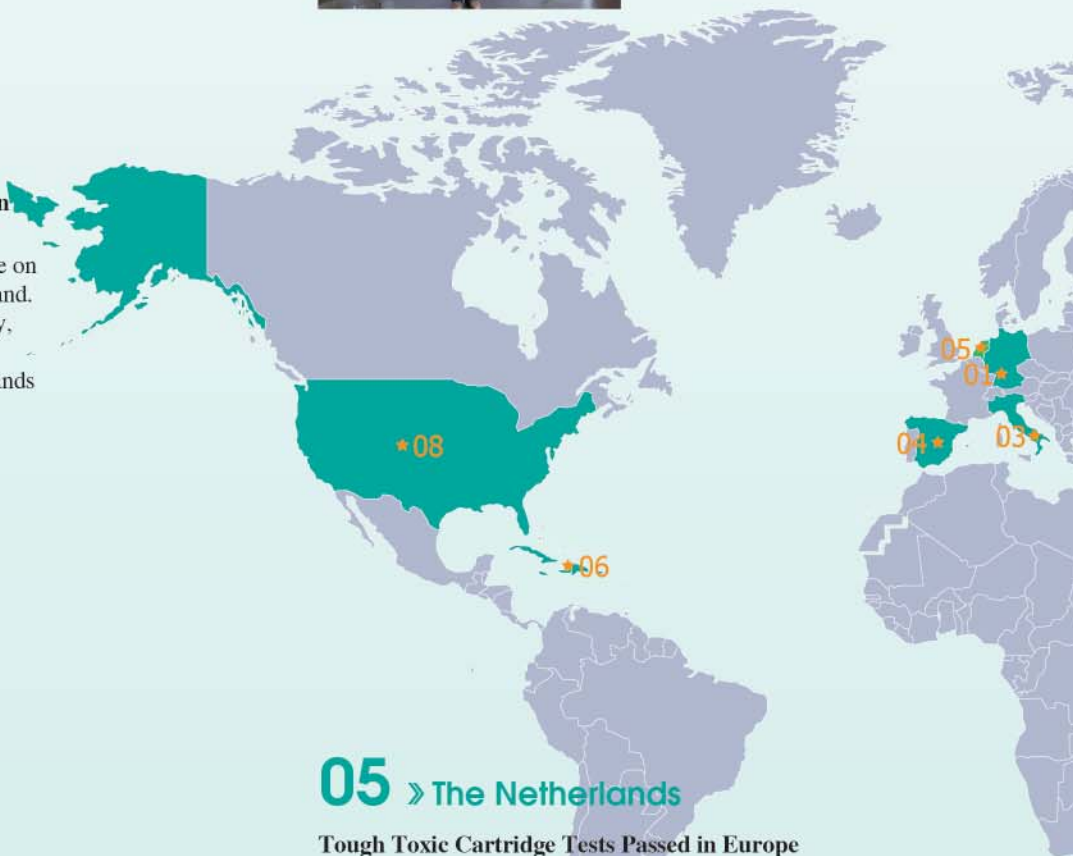
G&G helped raise over €10,400 (US\$12,100) for the Children's Oncology Unit of the Hospital of Alicante, on the south-east coast of Spain, facing the Mediterranean Sea. The sponsorship of the 7-day International Padel Tournament in July 2019, saw 372 padel players and thousands of spectators attend. "G&G has a keen sense of social responsibility," said Jon Chan, Global Branding director of G&G.



## 05 » The Netherlands

**Tough Toxic Cartridge Tests Passed in Europe**

G&G printer cartridge products have successfully passed all inspection and testing protocols conducted by the Human Environment and Transport Inspectorate (ILT) in the Netherlands. This follows an announcement back in September 2020 that testing would be conducted after one European member state had reported it had allegedly found levels of certain prohibited bromides (flame retardants) in some privately labelled (white-box) toner cartridges.



## 06 » The Caribbean

### All Inked Up in The Caribbean

The biggest supplier of compatible cartridges in the Caribbean has partnered with Ninestar G&G to distribute products across the tropical region. Inkbob has in-depth understanding of the imaging industry and enjoys a strong local presence in the Caribbean. "This is an opportune moment for both of us," said Jon Chan, G&G's branding director. "Inkbob needs high-quality remanufactured and compatible print consumables their end-user customers are demanding."



## 07 » China

### Millions Spent Treating Waste Ink

Ninestar invested RMB8 million (US\$1.25 million) on a 1,500 square meter sewage treatment station that processes 800 cubic meters of ink-waste per day. "It's better for the environment to reuse the single-use, throw away inkjet cartridges that often end up in a landfill," said Jarek Yang (pictured), senior product manager at Ninestar. "However, lots of water is needed to clean the residual ink from the original cartridges."



## 08 » USA

### 100K Cartridges Collected and Reused

G&G has recycled almost 110,000 inkjet printer cartridges returned by end-users in just over 12 months. The Going Green environmental and recycling program was launched in Europe and the USA in July 2020 as part of its long-standing commitments for a greener planet. G&G continues to collect and remanufacture tens of thousands of used cartridges despite the challenging environment caused by COVID-19.



## 09 » Malaysia

### Millions of Inkjets Remanufactured in Chinese Factory Outside China

A factory built by Ninestar in Malaysia in 2013 is the only Chinese company allowed to recycle inkjet cartridges in the country with government permission. The 2,700 square meter campus, located half an hour from the Kuala Lumpur international airport, now remanufactures up to 800,000 inkjet cartridges every month. Its 200 employees have been joined by 10 technicians from China.



## 10 » Global

### Blue Angel Eco Label Awarded

Ninestar's G&G brand has received a Blue Angel certificate for providing environmentally conscious and high-quality remanufactured HP-Canon toner cartridges. It is China's first compatible printing supplies brand to receive the coveted Blue Angel certification. "G&G has designed and manufactured products with environmental responsibility in mind," said Ni Ming, Director of Ninestar Quality Management Department.



# IN MY VIEW

What do you think of G&G cartridges?



**Germany**

**Joewan Salihi**  
Jox Creative Studio

G&G's products have played a big role in our studio in making guest gifts for weddings, engagements, parties and other events. The stickers we attach to the gifts are all printed using G&G's consumables. We can rely on these to help us be more creative.



**South Korea**

**Yongjin Kim**  
Jesaeng Hospital

For nearly a year, we have enjoyed a positive printing experience with G&G products in our hospital. We use the toners and inks to print professional and confidential medical reports regarding diagnosis and treatment.



**Turkey**

**Onder Ozsoysal**  
istanbul Faculty of Medicine

I look at results like print quality, reliability and convenience. When I compare the performance of G&G's cartridges with the original products we have also been using, I must admit the printing results are very good. We will continue to use G&G products.



**China**

**Alicia Xie**  
Li & Partners

I have to admit I am price-conscious when it comes to printing consumables. But I am also expecting quality. I don't have time to mess around with poor quality. So, when I discovered the G&G cartridges, I found they deliver quality prints that last as long as an original cartridge. So, the benefits are obvious.

## 4 | CONTROLLING QUALITY

### Consumables

#### G&G One-stop Shop Offers Toners, Inks, Ribbons



Ninestar's G&G brand has expanded its range beyond inkjet and toner cartridges, and ribbons to provide what it claims to be the industry's broadest, most comprehensive product portfolio. Both IP-safe new-built and eco-friendly reman cartridges are available. It has also added its own branded, new A4 printers and refurbished A3 copiers together with managed print service software solutions and a new range of value-added products like label printers and portable photo printers.

### Hardware

#### G&G Printers, Photo Printer, Handheld Inkjet Printer, Label Printer



Following Ninestar's debut as the world's newest printer OEM, and the first in China, in 2014, the company has developed a range of new G&G devices including laser printers, photo printers, handheld inkjet printers and label printers. The strategy is to provide its distribution partners with a total product range of devices and supplies for their existing end-user customers. Ninestar is the first and only aftermarket company in imaging supplies to become a printer OEM of laser, photo and handheld inkjet printers.

### Service

#### UFU Firmware Upgrade & Service Center



Consumers have been mostly kept in the dark when it comes to the regular firmware upgrades of their printer by OEMs over internet connections. In many cases, it has resulted in third-party remanufactured and compatible consumables being rendered useless and locked out. In response, Ninestar G&G launched its Unismart Firmware Upgrade (UFU) solution which can update the chips on the cartridges in the warehouse before being shipped to consumers. The task is so easy that cartridges do not need to be removed from their packaging during the upgrade which only takes a few seconds for each item. This allows distributors to deal with OEM upgrades before, during and after upgrades. At the same time, G&G set up service centers and repair factories in the United States and Europe to provide additional customer service support.

## IP

## Investment, Staffing and Patent Numbers Reveal Ninestar as Leader



Ninestar leads the aftermarket with 4,661 granted and 934 pending patents as of December 31, 2020. The enormous patent portfolio includes patents in areas such as printers, chips, inks and toner cartridge technologies. To reach this, Ninestar continues to invest more than 6% of its annual revenue in R&D. Consequently, nine R&D centers—in Zhuhai, Shenzhen,

Shanghai, Hangzhou, USA (North Carolina, Lexington, Kansas), India and the Philippines—employ more than 2,500 engineers to develop innovative products and solutions.

## Software

## MPS &amp; MPS Software



G&G is now offering a free 12 months' access to its powerful device management software. Sometimes known as managed print services, it has become an important strategy for supplies. Instead of selling cartridges as a commodity, they are provided as a part of a total package solution. Via a simple internet connection, the Ninestar Device Management Software (NDMS)

can monitor the printing of the end-users' installed base through page billing contracts. The automated software solution provides all parties with the benefits of advanced reporting with the connected devices.

## Production

## Smart Robots Build Smarter Cartridges on Automated Lines



Ninestar has invested millions to automate its production lines. The firm has deployed robots and other smart manufacturing technology on many of its lines and developed proprietary hardware and software that integrate the technologies to ensure everything works in unison. At present, the company operates 37 automated production lines: 32 for ink cartridges and

5 for toner cartridges. These lines build cartridges with a 99.6% success rate. The yield of the lines has also improved with the hourly production rate more than doubling on some lines. ■

## IN MY VIEW

How has G&G helped your business?



**Saudi Arabia**

**Yousof Al-ShebamiT**  
Ink Gate

What distinguishes G&G from other brands is that all parts and consumables are produced efficiently at the same factory which observes quality control at each step of the process. Our customers—all from different sectors including health, banking, and government—have the same, high demand for quality. We are proud of our joint relationship, the quick response times, and the excellence in quality.



**Romania**

**Radu Matache**  
TOKO

I am responsible for brand awareness and promotion and working with G&G makes me very happy because they invest in a strong brand image. Ninestar is now my one-stop-shop for printing supplies. No matter what I need, just one email will find it and deliver it to me. Receiving good prices and service is what everyone needs from a supplier too. All this saves me time, allows me to concentrate on what I need to do and makes my role easier. I recommend them as an excellent wholesaler that truly cares about what they do and the service they provide.



**Korea**

**Michael Yoo**  
IPS C&C

In the Korean market, we took the bold decision to change our offline-oriented operations to online-oriented operations during COVID-19. Strengthening the online sales is needed to expand sales effectively. Thanks to G&G's, we have received great support with sales kits and promotional funds. We are now taking the first step to implement this quickly and thanks to their long-term investment on product quality, I know we will continue to enjoy success.



**Germany**

**Daniel Orth**  
TonerDumping

Brand has always been important for me. I like a brand to be loyal to me and my customers. Which means, in turn, I will be loyal to the brand. What I like about G&G is that it is expanding its catalogue into printers and other commodities that I know my customers will use and like. G&G has my loyalty.

# Ninestar Celebrates Sharing its “Key”



Eric Zhang, General Manager of  
Print Consumables BU, Ninestar  
Corporation & Ninestar Image  
Tech Limited

China-based Ninestar celebrated its “Key to the Door” anniversary on June 28, 2021 by announcing a five-pointed strategy for customers, suppliers, partners, staff and friends.

Recognising twenty-first birthdays had its roots in ancient Greco-Roman traditions. 21 was viewed as an important “coming of age.”

In the Middle Ages, a man could become a knight at 21. In many places it's still

customary to give a “key” to a 21-year-old symbolising the opening of

the door to maturity. Keys are symbols of independence, responsibility, and possibility.

According to Eric Zhang (pictured), General Manager of Ninestar Image Tech Limited, a subsidiary of the Ninestar Group, its key will open limitless doors for customers, suppliers, partners, staff and friends.

“It’s hard to believe it’s been 21 years since Ninestar was first established,” said Zhang who has been with the company for 19 of those years.

“We have enjoyed many successes and withstood our share of challenging times as well.” Zhang said Ninestar has emerged all the stronger for it. “We owe our success to our clients, vendors, partners, staff and friends. Thank you.”

“The ‘coming of age’ demands we take a more mature view than just obtaining corporate success. Turning 21 gives us the opportunity to fulfil our responsibility for society; to provide exceptional service for our customers; to help realize the

# tes 21st Birthday to the Door”

✍ David Gibbons

dreams of our employees; and to create values for our shareholders,” he added. “This is our mission.”

## Five-pointed Strategy

The Ninestar “key” to opening limitless doors was unveiled in June 2021:

1. Providing a deeper OEM printer technology & service for industry customers;
2. Opening a true “one-stop-shop” experience with a wider range of new and existing products and services;
3. Delivering consistent quality, non-

infringing and bespoke supplies solutions;

4. Solving frustrating problems caused by unreasonable OEM firmware updates; and

5. Taking a greater level of responsibility and leadership for the environment, needy communities, and staff.



Flags representing (from left to right) Static Control, Apex, Ninestar, Lexmark and Pantum fly proudly at the Ninestar Group Zhuhai headquarters

## Passing on OEM Printer Technology & Service

Ninestar is the only industry player to be both an international hardware device manufacturer and a leading third-party supplies vendor, at the same time.

The deep OEM expertise and understanding of printer technologies it has acquired enables the company to better understand the working principles of each component in the printer system and passes on that knowledge through supplies that are comparable with OEM quality.

Ninestar's investment of RMB 9 billion (US\$1.4 billion) into its new, hi-tech, 900,000 square meter printer manufacturing base will have the capacity to produce four million printer units per year.



An architect's impression of Ninestar's yet-to-be-completed hi-tech printer manufacturing base.

## A Bigger Range at the One-Stop-Shop

Ninestar understands the business needs of end-users, and is expanding its range of products and services so its partners can pass these on to them. Its commitment to innovation now offers the industry's broadest, comprehensive product portfolio including A4 printers and A3 refurbished copiers, IP safe new-built and eco-friendly reman inkjet & toner cartridges, inks, ribbons and label cassettes, managed print service software solutions, and an exciting new range of value-added products like label printers and portable photo printers.



The G&G product family continues to grow with new products including photo printers and hand-held scanners.

## Consistent Quality Hi-tech Products

Ninestar was the first aftermarket company to find a more cost-effective and consistent method to provide stable, quality cartridges. It currently operates 37 automated production lines: 32 for inkjet and ink products and the other five for toner cartridges. The transformation to high-tech, high-input, high-threshold manufacturing reduces failure rates and can also provide a truly bespoke or tailor-made solution where necessary, thanks to innovation and automation working hand-in-hand.



State-of-the-art automated production lines provides G&G products with a consistent 99.6% success rate.

## Firmware Upgrade Solutions

Data reveals Ninestar released first-to-market update solutions for solving unreasonable firmware upgrades more than 70 times since 2014.

It has innovatively taken further steps by developing its UFU (Unismart for Firmware Upgrade) solution, where updates can be made seamlessly in a matter of seconds without having to remove the

cartridge from its packaging to save time and return freight costs and to minimise the frustration experienced by end-users.



The patented UFU solution for firmware updates has raised operation efficiency to 75%.

## Stronger Commitment to Social Responsibility

Ninestar has a long history of remanufacturing and continues to take additional steps to reduce its carbon footprint.

It offers a broader, eco-friendly, comprehensive range of alternatives including remanufactured toner cartridges and inkjet cartridges. With their stable quality and cost effectiveness, its remanufactured range products are widely used in hospitals, banks and government sectors.

In addition, Ninestar spends millions on treating sewage generated by cleansing used inkjet cartridges as part of its "Going Green" strategy. This is coupled with the free, close-the-loop, return-your-cartridge recycling service for consumers.



Ninestar G&G remanufactures hundreds of thousands of toner and ink cartridges as part of its "Going Green" strategy

Way back in 2007, Ninestar's Chairman Jackson Wang signed a collaboration with the Chinese Red Cross—Ninestar Angel of Love—to establish a special fund for helping poor children suffering from leukemia, with a significant annual contribution being donated to the fund every year. Ninestar also provides training support to break the cycle of poverty in rural villages. By teaching skills and commencing enterprise projects, parents can afford to educate their children and hope is delivered to poor communities.



In 2007, Ninestar's Jackson Wang (left) hands over a check for CN¥1 million (US\$155,000) to the Chinese Red Cross.

Additional high standard, comfortable apartment accommodation is provided for staff in China close to their workplaces to reduce travel time and expenses. At the same time, more women continue to be targeted for leadership roles after identifying, training and empowering staff.



An architect's impression of the yet-to-be-completed Employee Residential Project for Ninestar staff.

### Stable Supply Chain

Having control over its own supply chain and distribution network removes all fear

over potential disruptions due to product shortages. Being a world-class, vertically integrated manufacturer, Ninestar is not exposed to the supply chain vulnerabilities that hamper so many of its competitors.

Employing enhanced inventory-management techniques, the company monitors production of all its cartridge components and finished goods to protect its customers from shortages. In addition to its supply chain, Ninestar has established an extensive worldwide distribution network that serves customers in 170 countries.

### Steps to Maturity and Trust

Founded on June 28, 2000, the Ninestar Group has grown through strategic acquisitions and organic growth. On December 2013 it was successfully listed as a public company (Stock Code: SZSE 002180) and enjoys an annual revenue of US\$3 billion. As a leading innovator and eminent print solution provider in printer and imaging supplies markets, its 18,000 employees, located in 60 countries, provide a quality, environment-friendly and cost saving user experience for some 200 million users.

The company invests more than 6% of its annual revenue on R&D and has more than 3,000 engineers worldwide. Its enormous portfolio of 4,661 granted and 934 pending patents (as of December 31, 2020) is in printer, chip, ink, and toner cartridge technologies.

Nothing gives the thousands of employees and their leaders more satisfaction and pride than seeing clients delighted with the products and services that build success in their respective businesses. The company's goal is to help accelerate the growth potential and build the competencies that empower them. For Ninestar, the best label is: the business partner you can trust. ■



### Q1 What was the original intention of establishing the G&G brand?

The G&G brand was established at the same time Ninestar was founded. Our vision was for it to become the most trusted, eminent, affordable high-tech service provider in the global printing supplies industry. To date, G&G has brought the best images to over 200 million end-users worldwide with an OEM-like printing experience. Our mission continues to want to help people work for their best image by making printing simple, reliable, affordable and sustainable through innovation, efficiency, and respect to people.

### Q2 What can partners and users expect from G&G?

Have another look at the G&G logo: you will see a pair of hands holding tightly together. This represents the firm and everlasting relationship Ninestar has built with our partners. We value every partner and we work towards having every customer for a lifetime.

### Q3 How important is the environment?

Many ask why we choose penguin as our mascot and branding image. Well, penguins live in the Antarctic where the climate has been changing and bringing challenges to the survival of these lovely creatures. We want to demonstrate our leadership on the environmental front. The image of the emperor penguin reminds us all, as suppliers, distributors and end-users alike, to be environmentally friendly.

To this end we have been implementing a strategy to reduce our carbon footprint and this is why we offer a reliable, safe, premium range of "reman" alternatives coupled with our "Going Green" recycling program.



# Added-value Oppo

## Eco-ink Bottles



This bulk ink solution can be used in “ink tank” styled inkjet printers including Epson’s Eco Tank, the HP Smart Tank, Canon’s Mega Tank and the Brother Ink Tank. G&G’s patented Ecoink solution features Ninestar’s Everbrite pigment-based and Gloria dye-based inks which ensure flawless and durable results. The patented user-friendly ink bottle was designed to guarantee zero ink leakage during refilling. In addition, the automated production assures that customers can enjoy dependable and consistent batch-to-batch quality. ■

## Wide Format Ink Cartridges



G&G has engineered a premium ink solution for use in Canon, Epson, HP, Mimaki and Roland wide format printers. Utilizing world-class raw materials, G&G’s claims its premium ink is equal to OEM performance in providing a wide color gamut and intense colors. The brand guarantees its stable and proven ink formulations to provide maximum adhesion, reliability, and print longevity. The premium ink is waterproof, scratch and weather resistant having been produced under strict quality controls with professional technical support. ■

## Business Inkjet Cartridges



G&G’s business inkjet products utilize Ninestar’s EverBrite office inks. With its self-dispersing technology and high-quality ink formula, the EverBrite product produces reliable results without clogging making it the professional ink solution for business and office users. Extensive lab comparison tests reveal its solid performance. G&G business inkjet cartridges can be successfully used in Epson WorkForce Pro and Enterprise series, HP OfficeJet Pro, Enterprise Series and PageWide series, Canon MAXIFY Series, Ricoh’s Aficio series and Brother’s INKvestment series. ■

## Sublimation Ink



Desktop sublimation printers have attracted the attention of many end-users looking for a way to express their imagination and creativity in print. With their “ease of use” and “space saving” benefits these printers have become a rapidly growing market. Sublimation printing occurs when an image is transferred under pressure and heat from a specialty paper onto a piece of polyester or polyester blended fabric or similar material. As a reliable supplier in digital inkjet printing, Ninestar now offers a sublimation ink solution. The inks have proven to be highly compatible with OEM inks, will not clog the print head, and deliver an OEM-equivalent high resolution and excellent transfer result. ■

# rtunities



## Color Toner Cartridges



The popularity of color printing is well documented and hardware manufacturers continue to release more color devices every year to meet the still-growing demand. G&G-branded compatible color cartridges produced with Ninestar's advanced manufacturing technology are the first non-OEM color cartridges to deliver the quality and performance that many believed could only be achieved by OEM-branded color toner cartridges. In addition, G&G claims its patented color toner cartridges are IP-safe and avoid infringement risk. The color toner cartridges meet the demands of those in the government, hospital and education sectors and its automated production guarantees consistent, stable quality. ■

## High-Yield Toner Cartridges



Not only does G&G promise its high-yield toner cartridges to provide exceptional quality but they can consistently provide sharp prints from start to finish. The high-yield cartridges were lab-tested to deliver up to 10% more pages than their stated page yield, according to G&G. To guarantee image quality, OPCs are imported from word-class suppliers. In addition, the increasing toner layer thickness on magnetic rollers (MRs) ensures stable and consistent results on every page. "Though lower in cost per page, the high-yield toner cartridges save customers headaches with no streaking, white bands and shadowing," said Linda Fan, senior vice general manager of Ninestar Image. ■

## Copier Consumables



Apart from its popular printer consumables, G&G also manufactures and supplies copier consumables that meet the demands of end-users needing OEM-quality results. This meets the many requests of G&Gs partners looking for a larger range of products for their end-user customers. G&G copier consumables use quality raw materials to develop their self-patented products. Thanks to its recycling program and its large, empty storage facilities, G&G is able to guarantee its high-end reborn series of copier consumables are environment-friendly and stable. ■

Toner

## How Important is Branding?



**Linda Fan**

Senior Vice General Manager,  
Ninestar Image

Branding helps a supplier build a strong alliance with its partner distributors to achieve win-win results. To have satisfied customers you must be able to meet their needs. You must keep growing, being innovative and persistent if you really want to build a brand that will last. A good brand will ensure your customers know you, recognize you and subscribe to you. That's how everyone can experience win-win.



**Helena Huang**

Marketing Director,  
Ninestar Image

The goal of marketing is to build a brand that positions you ahead of your competition. It should instill value and trust in the mind of the customer so that they will become loyal, follow you and buy from you every time. Think of the top brands in the world. They all possess this strength. Consumers also yearn for the same value and trust with imaging consumables so they can enjoy an enhanced printing experience.



**Johnson Qiang**

Vice General Manager of Print  
Consumables BU, Ninestar  
Corporation

Brand includes so many elements including quality, cost-performance, service, position, activation, reputation, difference, solace, resonance, promise, and conviction. As such, branding may well be one of the toughest causes to pursue in the world. It takes years, even generations to achieve. If a brand is to be successful in the imaging space, it needs to provide users with a simple, reliable, affordable, and sustainable experience that allows them the freedom to be creative. It's worth doing, and worth doing well.



**Grace Cheng**

Director of Planning Department,  
Ninestar Corporation

For me, branding is all about trust. You build brand just as you would a tower with building blocks. It requires building blocks of trust, dedication, commitment, and continuous investment. This will take time. To this end, I help build brand by sourcing the best resources that you would expect a multi-national company and technology leader to gather. You achieve this by exceeding the expectations of your customers as you deliver products and services.

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# NINESTAR PRESENTS BACK TO THE FUTURE FOR REMANUFACTURING

*Many say the future for the aftermarket is in remanufacturing, but for factory directors Tom Qin (remanufactured inkjet products, left) and Smith Qin (remanufactured toner products, right) it is what Ninestar has been doing since it began in 2000.*

## ● Why is remanufacturing still important for Ninestar?

Ninestar was born in 2000, and remanufacturing was at the heart of its operations. 21 years later, we recognize that remanufacturing has become more important than ever. The Earth's resources are limited. Many non-renewable resources face exhaustion with the increased demand being placed on them. To this end, whatever can be reused and recycled has, and will, become the trend.

The European Union has led the way to introduce environmental protection and safety legislation, and to urge companies to have a certain percentage of recycled products in their product portfolio. As an industry leader, Ninestar wants to set an example too. In addition to creating happy shareholders, we must take the responsibility to care for future generations. We encourage more companies to join us in remanufacturing.

## ● What are some advantages of your remanufactured products?

While respecting the original structure or techniques or formulas we have optimized and standardized the products we remanufacture.

This allows us at Ninestar to make better use of automated and semi-automated production lines which, in return, enhances efficiencies in dealing with mass scale production and delivery. This is also delivering environmentally friendly results.

We believe that reliability, stability, and excellence in quality in extreme environments, along with high color reproduction, safety, and environmental protection are the core competitiveness of remanufactured products.

## ● How does Ninestar guarantee the quality of its remanufactured products?

Remanufactured products rely entirely on the collection of empty cartridges. We have developed a strong and stable empty cartridge supply chain. We also have expertise in the selection and protection of core parts in the empties. Good quality empty cartridges, especially "virgin" empties, lay a good foundation for the stable and efficient remanufacturing process. It is also one of the key factors to guarantee the quality of remanufactured products.

We grade each empty cartridge we receive according to its condition. During production,

we reduce the dismantling or damaging of each empty cartridge as much as possible. It's more like 'repairing' the empties, while maximizing the use of the original components.

## ● How does remanufacturing fit into Ninestar's business model?

Remanufacturing is a core promise Ninestar has made for sustainability. It is also a core company business. We treat remanufacturing as an independent business, not as a supplement to new-build products. We use the concept of recycling and environmental protection to manage the entire process, including purchasing, R&D, techniques, production, inspection, as well as in sales.

## ● Is there a future for remanufacturing?

With an ever-increasing awareness of the need for environment protection, we believe that more customers will support remanufacturing and choose to use remanufactured products. To meet this expected demand, we will continue to expand the range of remanufactured products. In the future, we expect remanufacturers will focus on products that use more complicated technologies and to look beyond the inkjet and laser products to related field like copiers. ■

Tom Qin (left), Factory Director of Remanufactured Inkjet Products and Smith Qin (right), Factory Director of Remanufactured Toner Products  
Contact them if you would like to join Ninestar/G&G's recycling program or would like to sell high-quality empties. < [info@ggimage.com](mailto:info@ggimage.com) >

# "We All Have the Responsibility of Taking Care of Others"



Ninestar Group Founding chairman Jackson Wang

## Staff

Children of Ninestar employees are provided with free supervision, tutoring and nutritious meals when they are not attending school. This allows staff to work with ease knowing such care is provided. Activities include monitoring children as they do their homework, painting courses, hand-made DIY, and video viewings. During school holidays, summer and winter camps.

Employees are also encouraged to attend the free training courses in a variety of disciplines, mainly to assist them perform better in their workplaces. This includes the use of computers and software, but also includes management training and handling tensions in the workplace. Many staff also attend the many fitness courses that are also provided free to encourage weight control, diet, and exercise.



## Charity

Way back in 2007, Ninestar Group's Chairman Jackson Wang (pictured left) signed a collaboration with the Chinese Red Cross—Ninestar Angel of Love—to establish a special fund for helping poor children suffering from leukemia. A significant contribution is donated to the fund every year to ensure that all working in the company are reminded that we all have a responsibility to support those less fortunate than ourselves.

Last year, RMB one million was donated to Angel of Love Program to provide children with study aid, critical illness relief, health intervention and environmental protection.



## Environment

Despite what some may think, and others might say about China and the environment, Ninestar's G&G supplies brand has recycled almost 110,000 inkjet printer cartridges returned by its customers in Europe and the USA since July 2020 as part of its long-standing commitment for a greener planet.

The company has also invested RMB 8 million (US\$1.25 million) on a 1,500 square meter sewage treatment station that processes 800 cubic meters of sewage per day mostly from the residual ink captured from cleaning used OEM cartridges ready for remanufacturing.

Clean energy from the sun has been captured by 12,000 square meters of solar panels situated on the roof tops of the Ninestar industrial park in Nanping, Zhuhai, China, since April 2018. When the weather is good, up to 300,000 kWh of photovoltaic power can be generated each month, accounting for almost 10% of the total electricity consumption needs.



The blue colored photovoltaic power generation panels on the rooves of the Ninestar buildings

## Partners and Customers

Ninestar and its G&G brand have donated and distributed half a million facemasks to its partners and customers in 85 countries. In addition, it has supported its partners in reaching out to frontline workers in hospitals like Albania (photograph) and donated printing supplies in the battle to help fight COVID-19. ■



# Invention

—"Doing Our Part in Order to Create a Better Future"

**"I don't care that they stole my idea, I care that they don't have any of their own."**

A child during a violent lightning storm would grow up to become one of the greatest inventors of the world only to create a lightning storm of his own.

Born on July 10, 1856 in Smiljan, Croatia, he was the fourth child of a priest and an inventor. Even as a child, he had an amazing photographic memory. He could memorize books, images, and even 3D structures.

What really captured his attention was his fascination with electricity after watching some demonstrations from his science teacher at school. It seemed like magic to him, and he wanted to know more about its power and how it worked.

While still a teenager – he contracted cholera, was bedridden for 9 months and almost died. After surviving, he was in need of a change but instead of joining the army, he ran away to explore the mountains Croatia and read a lot of books. According to him, this experience helped him recover completely, both physically and emotionally.

He never married. But he went on to learn and speak eight languages and left the world at the age of 86 with more than 300 patents under his belt. Some of them included creations such as wireless power, the radio, X-ray, remote control, electric motor, the

rotating magnetic field, neon lamp, and much more, which makes him one of the greatest inventors of all times.

Who was he? Nikola Tesla.

Tesla moved to the United States in 1884 to work for the famous inventor Thomas Edison. Even Edison said that Tesla's ideas were "splendid" but added they were "utterly impractical." The company once offered him \$12 million to improve his electric DC motor. Which he did. But Edison refused to pay him, saying, "You don't understand American humor." Instead he offered him a pay rise of \$10 per week. So, Tesla quit. "I don't care that they stole my idea," he said. "I care that they don't have any of their own."

The rivalry between Edison and Tesla continued for years. It was called "the war of the currents" with Tesla eventually winning and his inventions being used to bring electricity to America.

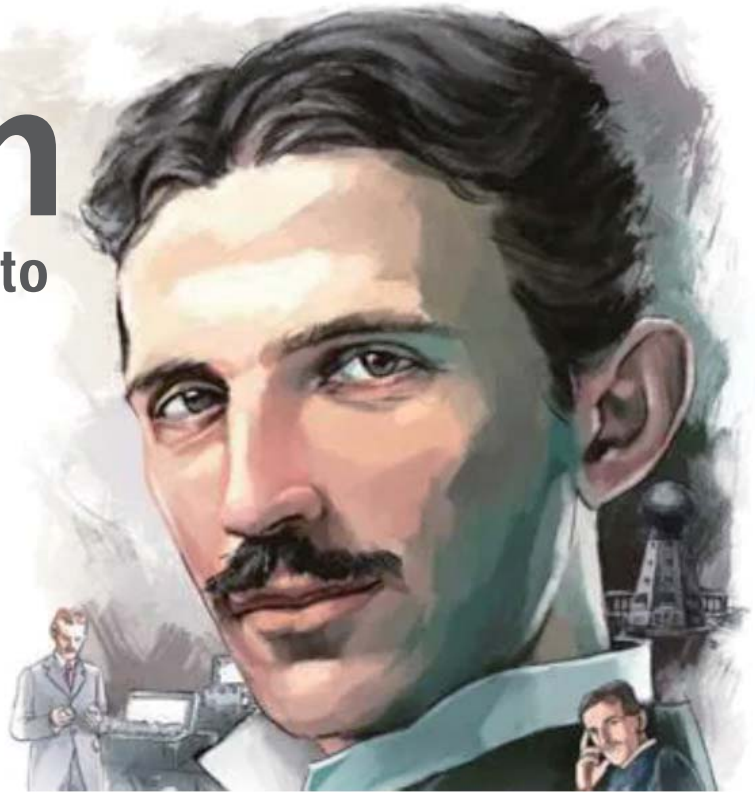
Years later Nikola Tesla demonstrated radio transmission, but his laboratory was destroyed after a fire — while he was

preparing the first real radio signal.

Guglielmo Marconi, an inventor and electrical engineer from Italy, took his idea and used the same technology. The invention of the radio was credited to him. Not just that, but he also won a Nobel Prize for it in 1909. What upset Tesla even more was that the whole project was sponsored by Thomas Edison.

That turned into a court battle. Unfortunately, the truth came just after the death of Nikola Tesla when the US Supreme Court admitted the patent for the radio was originally Tesla's idea.

Tesla once worked for 84 hours straight, without sleeping. That's how passionate he was about the work he was doing. He admitted he never cared about money; the laws of physics were his religion instead. The great inventor believed in doing his best in order to create a better future. ■



**Ninestar**  
Perfect Prints Every Time

Ninestar salutes the "inventiveness" of Nikola Tesla. The company has "invention" as one of its core attributes and is inspired by Tesla's passion to "create a better a future for all." Ninestar's pioneering efforts into the research and development and filing of invention patents for printers, toners, inks, microchip development and various components used in imaging science have been developed and implemented by its group members—including Ninestar Image, Apex Microelectronics, Pantum, Lexmark and Static Control Components—to be shared with hundreds of millions of end-users around the world.



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## 16 | THE LISTS

### DID YOU KNOW?



Yan Wei was one of the founders of Ninestar G&G in 2000 which was created to offer innovative, high-quality, efficient and IP-respectful alternatives to expensive OEM originals. The company's mission is to continue providing choice with a simple, reliable, affordable and sustainable printing experience for all end-users.

### QUICK FACTS



The G&G logo is inspired by two hands holding and gripping each other in a spirit of strong cooperation.



The emperor penguin is the company mascot and symbolizes royalty as well as care for the environment.



On average, G&G produces 185.2 toner cartridges and 27.8 ink cartridges every minute.



Women account for 70% of G&G's management team and 60% of its sales team.



G&G is the first Chinese printing consumables brand to receive Blue Angel certification in Europe.



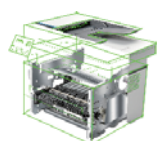
G&G was the first to launch Eco-saver ink cartridges with printheads to the global market.



Wastewater is captured, treated, and recycled during the remanufacturing of G&G's ink cartridges and is safely used to water gardens and flowers at the factory.



G&G's parent company Ninestar has four subsidiaries, the initials of which are PLANS (Pantum, Lexmark, Apex, Ninestar Image Tech, and Static Control).



Make no bones about it, G&G printers have bones! Many printers use plastics, but G&G designs and builds its printers with metal frames to last much longer.



Some end-users in some markets continue ask for "penguin" cartridges when they visit a stationery store.

### BERTO'S LAST LAUGH



# ALL YOU NEED IS RELIABILITY

W O R K F O R T H E B E S T I M A G E

- ▶ A premium global brand from Ninestar, a technologically advanced manufacturer with printer OEM expertise
- ▶ Deliver superior quality equal to OEM products & extensive product offering
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Ninestar



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