

# CELEBRATING 30 YEARS



# ImagingWorld

The Most Trusted Name in Print in 5 Languages



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## ANCHORING QUALITY DEVELOPMENT AND PURSUING EXCELLENCE

—INK-TANK Celebrates 30 Years of Innovation  
in Printing Consumables



# NEW A3 DTF PRINTER

ONE-STOP DTF SOLUTION FOR YOUR CREATIVE LIFESTYLE  
COMPACT DESIGN WITH PRECISION PERSONALIZATION AND RELIABILITY  
TRANSFORM YOUR VISION INTO STUNNING REALITY



## PRINT ANYWHERE ANYTIME WITH ENDLESS CREATIVITY

T-SHIRTS | BAGS | HATS | SOCKS AND SO ON  
TRANSFORM YOUR IDEAS INTO DIVERSE APPLICATIONS ON MULTIPLE MATERIALS  
SEAMLESSLY FROM DESIGN TO CREATION AND FLAWLESSLY FROM VISION TO MASTERPIECE





# IMAGING WORLD

No. 129 | 2025

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— INK-TANK Celebrates 30 Years of Innovation in Printing Consumables



*Leveraging three decades of expertise in printing consumables, INK-TANK has unveiled its first self-developed DTF/DTG printer. Tailored for home users and individual creators, the printer combines a compact design with intuitive operation, making personalized printing both accessible and effortless.*  
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## ► 2011



Moved to Jinwan Dongju.

Systematized corporate philosophy:  
Integrity, Innovation, Quality, Efficiency

## ► 2002



Moved to Nanping Science & Technology Park, enhancing internal management.  
Monthly output exceeded one million units

## ► 1995

Founded in a tin-sheet workshop in Guangsheng Villiage



## ► 2000

Moved to Shangchong Logistics Garden for technological breakthrough and global expansion



## MILESTONES 1995-2025



Certified with **ISO 9001:2015** and **ISO 14001:2015** international environmental management systems



Holding over **160** domestic and international patents



Recognized as a High-Tech Enterprise of Guangdong Province, a Specialized and Innovative Enterprise, and a Key Intellectual Property Protection Enterprise in Zhuhai. etc.

## ► 2018

Fulfilled merger commitment with exceptional performance and acquired by Ninestar



## ► 2023

Setting up overseas warehouse and upgraded services abroad (U.S., Japan, Europe)



## ► 2015

Built factories at Jinwan Dingjiawan and upgraded to automatic production lines, increasing quality and efficiency



## ► 2019

Launched online business on Alibaba to achieve diversified business models and comprehensive services



## ► 2025

30th anniversary of forging, conquering and unfinished stories

To become a *Global leader*

FUTURE

in sustainable innovation for printing solutions



Products sold to over **150** countries and regions worldwide, serving more than **5,000** customers to date



Compatible printing consumables maintain a leading position in export market share



With more than **40** automated production lines, **42** injection molding machines, and a factory area of **50,000** square meters, the company achieves a monthly output of up to **10** million units, ensuring fast delivery



# INK-TANK ONE-STOP

## Full-Range Ink Cartridges

INK-TANK offers a comprehensive range of ink cartridges, including compatible, remanufactured, and eco-friendly options with refill kits and internal tanks. Its compatible cartridges cover a wide variety of models, including **pigment ink**, **dye ink**, **UV ink cartridges**, and **customized versions** tailored to meet the needs of e-commerce platforms. Designed for compatibility with multiple printer brands, all cartridges ensure stable, smooth, and high-speed printing performance.

INK-TANK's eco-friendly ink cartridges not only help to reduce environmental impact but also lower printing costs for users. The refill

system is designed for a clean, hassle-free experience. In addition, INK-TANK provides innovative workaround solutions to avoid patent infringement issues—addressing aspects such as product appearance, installation positioning, contact

layout, circuit detection, and chip data. In addition, INK-TANK provides upgrading services and solutions for single-pack and set-pack products without unpacking, along with upgrade devices such as Unismart Mini, U3, and more.



## Complete Ink Lineup

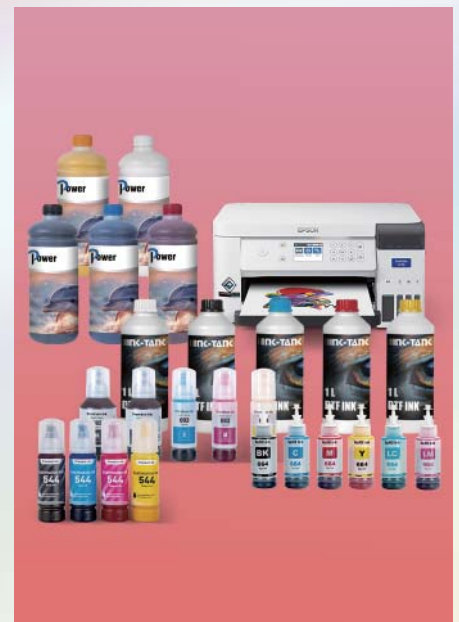
Beyond standard desktop office inks, INK-TANK also supplies **textile inks**, **advertising inks**, and **wide-format inks**. The desktop ink series supports pigment, dye, DTF, DTG, sublimation, and eco-solvent applications, delivering smooth operation along with accurate color reproduction, and sharp, high-definition output for both text and graphics.

For **textile applications**, INK-TANK offers **DTF, DTG, and sublimation inks** featuring high color fastness, excellent coverage, and reliable transfer rates.

The **advertising ink** line, available in **dye, pigment, and eco-solvent**, delivering vivid colors and strong

resistance to water and weather, with high fluidity and wide color gamut ensuring precise color matching and high-resolution results, while maintaining environmental friendliness.

INK-TANK's **wide-format ink** features a highly stable formulation optimized for seamless compatibility with printheads. Nano-grade filtration technology supports uninterrupted, high-volume continuous printing, offering high optical density and smooth ink flow for fast, high-precision output. In addition, INK-TANK offers professional solution for modified wide-format printers equipped with external ink bottles, ensuring optimal performance and maintenance.



# SOLUTIONS

## INK Bags & Wide Format Series

INK-TANK offers a versatile range of **commercial ink bags** and **wide-format cartridges solutions** tailored to meet diverse customer requirements. The ink bag series delivers deep black density and a wide color gamut for professional-quality output. With customizable chip serial numbers and high-capacity designs, these bags minimize the need for frequent replacements and support managed print services (MPS).

The **wide-format series** is specifically designed for **plotters**, **poster printers**, and **photo printers**:

- **Plotter series:** ensure stable operation and precise line definition, using non-toxic, eco-friendly formulations.

- **Poster printer series:** feature a wide color gamut and pigment-based microparticles that offer excellent resistance to smudging, water, and fading.

- **Photo printer series:** provide outstanding color accuracy and are an economical choice for high-volume production environments.



## Laser Toner Cartridges

With a monthly production capacity of up to two million units, INK-TANK's **laser toner cartridges** are **manufactured under stringent environmental simulation testing standards to ensure consistent high performance**. These cartridges are compatible with a wide range of printer brands and meet

the diverse requirements of various global markets.

Each cartridge is filled with premium-quality toner that offers excellent transfer efficiency and strong adhesion. The entire production process is designed with safety and sustainability in mind.



## Maintenance Box, Label Tapes, Photo Paper & Other Supplies

INK-TANK provides a complete lineup of **waste ink tanks** suitable for office, commercial, and wide-format printers. Developed with proprietary molds, the product range includes **over 150 models** and **more than 200 injection mold designs**, enabling quick adaptation to market demands. Each tank incorporates a high-density sponge for superior ink absorption and

is made from non-toxic, EU-compliant, eco-friendly materials. Rigorous quality testing ensures durability and consistent performance.

Additionally, INK-TANK offers a variety of complementary supplies, including label tapes and photo paper, to meet the diverse needs of customers across multiple industries. ■



# ANCHORING QUALITY DEVELOPMENT AND PURSUING EXCELLENCE



*Peter Zhu*  
CEO OF INK-TANK

INK-TANK  
CELEBRATES  
30 YEARS  
OF INNOVATION  
IN PRINTING  
CONSUMABLES







In 1995, few could have imagined that a small startup operating out of iron-roofed houses in a village in Zhuhai, China, would one day become a modern manufacturer of printing consumables, with monthly production exceeding 10 million units.

Zhuhai National Resources & Jingjie Printing Technology Co., Ltd (globally known as INK-TANK), is celebrating its 30th anniversary—a journey marked by development, innovation, excellence and unwavering commitment.



## From Zhuhai to the World



Having joined the company 25 years ago, Huang, Director of the CEO's Office, has witnessed every major milestone in INK-TANK's development journey.

"I still remember how Zhao, the CEO at that time, personally adjusted the injection molding machine in the injection workshop with

her sleeves rolled up; how the entire factory celebrated when the first ink-filling machine was installed; and the company-wide pledge assembly during the management reform," recalled Huang.

As the company grew, it relocated multiple times to accommodate expansion and consistently upgraded its operations.

As early as 2000, INK-TANK began investing R&D, building a competitive edge through innovation. **Today, INK-TANK has over 30 R&D personnel dedicated**

**to overcoming technical barriers and enhancing product offerings. Years of strategic focus have yielded over 160 patents.**

In 2002, INK-TANK shifted its focus toward enhancing production efficiency, optimizing production processes, and reinforcing internal management. During this period, its packaging department transitioned from manual order processing to system-based workflows.

At a time when most

Chinese manufacturers were still focused on domestic markets, INK-TANK boldly ventured abroad. Today, it has built a sales network spanning Asia, Europe, America, Africa, the Middle East, etc., with products and services reaching over 150 countries worldwide.



## Core Values Redefining Company Cultures

In 2011, INK-TANK relocated to Jinwan, a comprehensive land, sea, and air transportation hub and a key hub for Zhuhai's industrial upgrading. There, the company crystallized its vision and business philosophy around four core values: Integrity, Innovation, High quality and Efficiency.



CEO Peter Zhu, who has worked in INK-TANK for 14 years, systematically integrated these values to reshape a purpose-driven corporate culture.

### 1. Integrity

INK-TANK ensures its products are trustworthy in terms of stability and color fastness. Loyal customers from more than 150 countries have praised its reliability.

**"Integrity is fundamental in building long-term business relations. It has**

**been the key to serving our global customers in the past 30 years," said CEO Zhu.**

### 2. Innovation

Beyond holding more than 160 product patents, INK-TANK has leveraged its strong innovation capabilities to reinvent product packaging, creating smart packaging that allows individual chips to be updated without removing the cartridge.



"You just place the cartridge—still in its packaging—on the upgrading device, and with a single click, it's ready for use again," said CEO Zhu.

### 3. High-quality

INK-TANK has purchased over 3,000 printers of different types from across the world to test product compatibility and quality. It's professional

testing team works diligently to ensure every products are inspected and qualified before delivery. Unquestionably, INK-TANK's products have passed ISO9001:2015 and ISO14001:2015 International certifications.



**"One thing we take great pride in is that high quality is the first thing clients think of when they talk about INK-TANK products," said Zhu.**

### 4. Efficiency

With over 40 automated production lines and 42 injection molding machines, INK-TANK can fulfill large orders within just 15 days.

"As one of the early adopters of automated production lines in the industry, we made a significant investment in 2015 to upgrade them with advanced automation

equipment, further boosting efficiency. It was a highly forward-looking move at the time," said Zhu. **"Today, our production lines are capable of producing 10 million inkjet cartridges each month."**



Additionally, INK-TANK has established warehouses and chip-upgrade centers in Europe, America and Japan to improve logistics and after-sales services.



In 2018, the company successfully completed its merger with Ninestar, showcasing strong performance and solidifying its market position.

## Adapting to Market Shifts and Enhancing Customer Service

To cope with the abrupt market changes caused by COVID-19, INK-TANK launched its e-commerce business on Alibaba in 2020, diversifying its operations and enhancing service capabilities.

"E-commerce platforms allow us to reach end-users faster, further enhancing our brand recognition and market share," said CEO Zhu.

Since then, the company has been actively exploring innovative online marketing models while continuously optimizing its product presentation and marketing strategies.

"The results are satisfying. Our innovative marketing and premium service have attracted many international customers," said Zhu.

As its e-commerce customer base continues to grow, INK-TANK has placed increased emphasis on service.

"For minor issues, we return the products in batches; for major issues, we quickly trace the product source. Meanwhile, we guide customers through troubleshooting using images and videos to reduce

unnecessary rework. We also collaborate with business and R&D teams to turn customer feedback into a driving force for product iteration," Zhu explained.

"To better serve our customers, we set up overseas warehouses in Europe, America and Japan, enabling faster deliveries and timely upgrade support for nearby markets," said Zhu.



## A Bold Step into the Future

Having been a trusted name in printing consumables for 30 years, INK-TANK is not content to rest on its laurels. Amid the booming wave of personalized consumption, the company has strategically adopted a "steady progress with adaptive change" approach.

Drawing on three decades of expertise and technical strength, INK-TANK announces it will unveil its first self-developed DTF printer this September. According to Zhu, the printer is a compact, user-friendly solution designed to meet the growing demand for custom printing.

**"It's a bold step to integrate stability with innovation. This marks INK-TANK's official entry into the new blue ocean of personalized customization while consolidating its foundation in consumables, achieving a remarkable transformation from behind-the-scenes support to front-stage innovation."** said Zhu.

An embodiment of INK-TANK's 30 years of technological expertise and market insight, the DTF printer aims to make DIY printing effortless for families and individual creators. "Whether you're customizing apparel, accessories, or artwork, it brings your ideas to life with just a click," Zhu added. *(Experience it firsthand at RemaxWorld Expo 2025, Booth No.2210)*

"It is more than just a product launch—it's a strategic shift. We're leveraging our industrial expertise to empower individual creativity, bridging the gap between professional printing and personal expression. We're redefining the future of the industry," said Zhu.



## Looking Ahead: Innovation with Purpose

After 30 years of development, INK-TANK has gained significant global influence. Looking ahead, the company aims to continue expanding its international presence, driving innovation,

and providing high-quality printing solutions worldwide.

Today, INK-TANK provides one-stop solutions for inkjet cartridges, inks, wide-format cartridges, maintenance box, ink bags, toners, label

tapes, and other relative consumables. Its products are compatible with major printer brands such as Epson, Canon, HP, Brother, etc., and come in a complete range of models.

"Looking forward, we are committed to becoming a global leader in sustainable innovation for printing solutions," said CEO Zhu.



# MEETING THE SALES AND MARKETING TEAM



**Lily Li**

Deputy Sales Director for Asia Pacific  
With INK-TANK for 23 years

Since joining INK-TANK in 2002, Lily has become the Deputy Regional Sales Director for Asia-Pacific, leading a dynamic team of 12 and overseeing nearly 50% of the company's sales target. **Thanks to her sharp market insight, the Asia Pacific region under her leadership has exceeded RMB 100 million in sales for multiple times.**

Lily began her career in domestic sales from 2002 to 2004, where she honed her basic skills in China's traditional B2B marketplace. When the company expanded into the foreign trade markets in 2005, Lily transitioned to foreign trade. **Despite starting with no English background, she managed client communications during the day and studied English hard at night, earning a Business English certification in three years.**

In 2011, Lily was promoted to Business Manager, leading a small team of two. Under her leadership, the team contributed 35% of the company's total sales.

In 2016, she transformed a small client into a major one, securing monthly container-sized orders within just six months. **A year later, the client entrusted her with full responsibility for allocating order quantities across shipments.**

In 2017, when a major European client suffered a financial crisis and defaulted on payments totaling over US\$ 5 million, Lily led complex negotiations and coordination efforts that ultimately reduced the actual direct loss cut to just US\$ 37,000 two years later.

Lily has received numerous awards from INK-TANK and its clients. In 2021, Lily was named an "Outstanding Young Industrial Talent of Zhuhai".



**Ivy Zhang**

Sales Manager, European Region  
With INK-TANK for 18 years

Ivy joined INK-TANK in 2007 as a salesperson, and has since made significant breakthroughs in developing new markets, acquiring clients, and driving channel reform.

After being promoted to regional manager, she led the team to tap into emerging markets and reform channels to increase regional sales. One of her toughest challenges came in 2024, during INK-TANK's entry into the African market. Facing zero brand recognition for INK-POWER, Ivy highlighted INK-TANK's years of focused and strategic growth in Europe, America and Japan and built trust through technical Q&A at multiple cross-border conferences. **Her breakthrough came with the bold implementation of a "joint exhibition + interest bundling" strategy, persuading even hardcore agents of competing brands to switch to INK-TANK.**

In the European market, Ivy tackled another crisis when Brexit triggered severe supply chain disruptions, and a major international customer went bankrupt. She led efforts on two fronts:

**Production innovation: Launched dual-version compatible consumables targeting the high-end market. Within three years, the customer repurchase rate increased steadily.**

**Operational strategy: Advocated for and helped establish INK-TANK's overseas warehouse in Europe, strengthening brand presence and resolving inventory and cash flow challenges for small and mid-sized clients.**

These precise, strategic responses reflect Ivy's 20-year commitment to "turning the impossible into reality."



**Lisa Qiu**  
Marketing  
Manager

**Mr. Wang**  
Sales Manager  
Domestic Market

**Lily Li**  
Deputy Sales Director  
for Asia Pacific

**Ivy Zhang**  
Sales Manager  
European Region

**Mrs Du**  
Head of Logistics  
Department

**Kyle Peng**  
Director of  
E-commerce



**Min Wang**  
Sales Manager, Domestic Market  
With INK-TANK for 16 years

Wang joined INK-TANK in 2008 as a production foreman and a training workshop manager. Later, he transitioned to packaging planning, where he developed a deep understanding of customer needs—laying the foundation for his eventual move into sales.

**"The workshop polishes not only the products, but also people's mindset," Wang reflected.**

Like many newcomers to sales, Wang's early days were filled with rejections—often having customers hang up on him. But he remained determined. He placed a note on his desk that read "scolding is a whetstone", reminding himself to view adversity as a form of sharpening.

When he was promoted to lead the sales team, Wang initially questioned his abilities. However, he soon embraced a growth mindset, seeing each challenge as a learning opportunity. **He introduced the "flexible anticipation" work method, upholding INK-TANK's ironclad commitment to delivery times while strategically reallocating logistics resources to stay agile and responsive.**

16 years later, Wang reflects on his journey with pride and gratitude. His greatest fulfillment comes not only from securing larger orders and new customers but from his own evolution.

"The growth I've experienced makes me treasure every moment today," he said.

**Under his leadership, INK-TANK has established nationwide sales network, offering customized solutions to enterprise customers across China.**



**LiHua Du**  
Head of Logistics Department  
With INK-TANK for 22 years

Since joining INK-TANK in 2003, Du has been the first-hand witness to the company's logistics transformation—from manual scheduling to intelligent logistics management. **From the early days of simply delivering goods to the logistics company to now overseeing a global network of overseas warehouses, she has anchored her work on one core principle: "Service is support for sales."** She has become a solid link between orders and delivery.

As INK-TANK expanded and diversified its sales models, logistical demands and complexity increased. When the company established its overseas warehouses, Du was appointed to lead the logistics team through this critical transition.

Facing the growing pressure of B2C operations, Du took charge of managing unexpected issues in overseas warehouse operations. She reconstructed the management model, implement solutions to adapt to evolving business needs, and guided her team through each challenge.

**Du believes, "Pressure and opportunity always go hand in hand. With hard work, good things are bound to follow."**

For over two decades, she has remained deeply committed to her belief that logistics exists to support sales and maximize customer satisfaction. With this guiding principle, she and her team made every efforts to ensure smooth, timely order fulfillment.

Du takes pride in resolving unexpected shipment issues, assisting the sales team, and using her experience to prevent financial losses—quietly but powerfully driving INK-TANK's global success from behind the scenes.

*To be continued on Page 12*

Continued from Page 11

**Kyle Peng**

Director of E-commerce  
With INK-TANK 6 years

Kyle joined INK-TANK as a department manager in 2019, drawn by the company's cross-departmental collaboration culture and forward-looking vision. These values, combined with INK-TANK's commitment to innovation, gave her a front-row seat to the digital transformation of traditional manufacturing.

As the Director of the E-commerce Department, Kyle has personally witnessed the company's key transformation.

When the company launched its Alibaba International Station presence in 2019, Kyle quickly identified the global demand for cost-effective products after the epidemic. **She built an e-commerce team from scratch, leading it to achieve over 10 million RMB sales on the platform.** Since then, the team has continued to make breakthroughs based on technological development and brand influence.

**When the sales of the platform exceeded 10 million in 2022, she emphasized: "What is more valuable than numbers is the trust we've earned from cross-border customers who deeply recognize INK-TANK's quality."**

Kyle sees INK-TANK's culture as a powerful foundation for growth. "90% of the company's employees are willing to move when the factory relocated. That speaks volumes. There are no ruthless KPIs here, only a shared growth and the company's care for employees." **She knows very well: "In the e-commerce track, only passion and persistence can keep traditional manufacturing young forever."**

Kyle's motto is "Love what you do, and stay committed once you've made your choice." This is her blessing and expectation for both INK-TANK and herself.

**Lisa Qiu**

Marketing Manager  
With INK-TANK 6 years

When Lisa first joined INK-TANK, as a business manager, she led the new business team to develop the B2B market. In early 2020, the company established new Marketing department. With the trust of the leadership, she served as the marketing manager of the new department, leading the new team to provide the most solid support for sales from products management, packaging planning, market information research and analysis, brand promotion, publicity design, exhibition planning to Sales Dept. management.

**For many years, Lisa has promoted the dual brands "INK-TANK & INK-POWER" through international exhibitions, multimedia platforms and other channels, raising its image to a new height.** The dual brands have gained international recognition and provided important support for the company's globalization strategy. She also spearheaded the development of INK-TANK's media ecosystem, now include Wechat, LinkedIn and more, strengthening both internal and external communications. **To Lisa, a brand is not just symbol; it's the key to occupying mental space in the minds of users. It also serves as a platform to showcase technical strength and convey corporate culture.** She is committed to leading the marketing team to become the company's cultural driving force and spiritual pillar.

The role change from front-line sales to business support has enabled her to stand from the perspective of the business and the client, **understand customer requirements to the greatest extent, meet customer needs and improve service quality.** ■



**INK-TANK's 30 years of development and success  
would not have been possible without the dedication  
of its sales and marketing team**



# A GLIMPSE INTO INK-TANK'S COMMITMENT TO RESPONSIBILITY AND CARE

While advancing with cutting-edge technology amid an intelligent manufacturing revolution, INK-TANK remains rooted the people-first philosophy at the company's core. As its teams settle into new campus following factory relocations, INK-TANK has cultivated a workplace culture that blends warmth with enjoyment—bridging career and life, and making every employee feel at home.

## Staff Activities

INK-TANK regularly organizes company-wide activities to foster connections across departments and seniority levels. From professional skill competitions and basketball tournaments to team-building sports days, these events strengthen teamwork and create joyful, last memories.



## Support & Well-being

Recognizing the residence challenges of relocation, INK-TANK offers a comprehensive support including free on-site housing, commuter shuttles covering multiple routes, and housing fund distributions. All designed to highlight INK-TANK's responsibilities for its people.



## Recognition & Awards

INK-TANK deems people as its most valuable asset, and hence it has been holding annual recognition ceremonies, including the employee appreciation conference and spring gala, to celebrate the achievements of outstanding individuals, departments and teams.



## Support & Well-being

INK-TANK recognizes the power of thoughtful gestures. Whether it's customized gift boxes during Chinese New Year that bring the taste of home, or Mid-Autumn Festival surprises that ease the rush of travel, INK-TANK's seasonal care foster a deep sense of belonging and connection, blurring the lines between the workplace and home. ■

# THE TOP 4 THINGS YOU'VE BEEN WONDERING ABOUT INK-TANK



## Q How does INK TANK ensure consistent high quality in mass production?



INK-TANK's R&D follows a rigorous verification process that includes three test stages: sampling, trial production, and pilot production, to identify and resolve potential issues early.

We only accept raw materials that comply with the GB/T2828 standard inspection single sampling plan (AQL 0.25) and perform simulation validations to secure quality from the source.

Beyond material re-inspection, thorough line cleaning, precise equipment debugging, and IPQC first piece confirmation before production, key processes are inspected every two hours during production process to quickly address any issues and maintain stability.

We have dedicated personnel conducting strict spot checks at key points every 4 four hours. Only products fully meeting the standards are stamped and stored.

This integrated system guarantees our commitment to high-quality mass production.

## Q How does INK TANK guarantee on-time delivery when facing rapidly changing order demands?



INK-TANK follows strict time standards, measured in minutes, for each workstation's order processing time. We also maintain a real-time order shipment progress schedule that tracks every stage—from raw material arrival, kitting completion, production timelines to quality issues and their solutions. If delays or interruption occur, cross-functional teams including procurement, material control, planning, quality, engineering, and production immediately convene to develop and implement time-bound solutions to ensure the order proceeds smoothly.

Proper inventory planning is also essential. For materials with high demand fluctuations, we maintain a 5–7 day safety stock. For materials with more stable demand, we implement a Just-In-Time (JIT) procurement model to minimize storage costs while maintaining supply chain efficiency.

## Q How does INK TANK help customers control costs without compromising product quality?



INK-TANK has invested automated production lines to help customer control costs. The continuous investment in automated production lines not only optimizes production costs but also ensures consistent product quality. Meanwhile, we work closely with our supply chain partners to drive down costs, such as: building long-term relationships with suppliers to stabilize material prices, investing in R&D and process improvements to ensure consistent quality, and applying lean thinking across the entire supply chain to improve efficiency and eliminate waste.

## Q What recent innovations at INK TANK are truly helping customers gain a competitive edge?



Innovation drives INK-TANK's mission with five key breakthroughs to enhance client competitiveness:

- A variable-diameter nozzle gasket eliminates ink residue and color issues; a reinforced sealing cap prevents deformation—improving print stability and lowering costs.
- Our gas-liquid balance system with a reverse buffer chamber prevents ink overflow in high-altitude or long-term storage conditions.
- A sealed, integrated ink supply structure blocks air intrusion to maintain stable output.
- Rigorous monochrome stress-testing and custom ink formulations deliver accurate colors with wide gamut and smooth gradients.
- A rapid-response team provides patent avoidance and breakthrough strategies to ensure smooth product launches.



# Commitment is Essential in a Topsy-Turvy Market David Gibbons

In a world full of uncertainty, commitment is the last competitive advantage that can't be copied.

While I continue to look for an exit strategy to retirement, I cannot ignore the reality of the uncertainty in our world right now.

*Uncertainty is now the only certainty.*

Supply chains have grown longer and more fragile. Tariffs come and go, dictated by political winds, not reason. One day you're the chosen supplier, then tomorrow you're out. Price wars are also common, driven by short-term panic and opportunism.

I'm glad I'm not starting out or trying to grow my business in such a landscape. But how about you? How can you survive, let alone grow?

With 50 years of experience behind me, I've learned a few enduring lessons. One stands above the rest: "commitment."

In today's volatile business environment, commitment is the new currency of trust. And trust is the bedrock that allows businesses to sleep well at night. It's a simple idea, but far from easy to implement.

*A partner who says, "We're with you, no matter what," and means it, well, that's gold.*

Essentially, commitment takes two forms:

- Commitment of a supplier to deliver not just products but reliability; and
- Commitment of a buyer, distributor, or importer to build lasting value, not just chase the cheapest deal of the day.

Both matter.

## A 30-Year Masterclass in Supplier Commitment

During my 15 years living and working in China, I encountered many businesses in the imaging supplies sector. One company that stood out like a lighthouse in the fog of uncertainty is Ink-Tank.

Now celebrating its 30th anniversary, this company has been quietly but relentlessly focused on one core promise: ensuring its



partners never have to worry about their ink supplies.

The company has built a robust and diverse portfolio, including inkjet cartridges, inks, reman cartridges, wide-format supplies, toners, maintenance boxes, and label tapes.

But it's not just about breadth; it's about consistent depth. This isn't marketing fluff. It's baked into their production DNA. They have 500+ employees (including 50 dedicated quality inspectors) operating more than 40 automated production lines.

With 5,000 clients in over 150 countries, Ink-Tank's strength lies in a simple truth: success doesn't come from just making ink. It comes from making promises ... and keeping them.

## Why Buyer Commitment Matters

If you've read this far, I'm now speaking directly to you.

Commitment isn't a one-way street. Distributors, resellers, and importers must play their part too. Jumping from supplier to supplier based on minor price shifts or one-off deals is a race to the bottom. I think you know that. Many do, and yet they still chop and change at whim.

True value is built on consistency. Your customers, the end-users, don't want surprises. They want quality prints that look the same every time they print, and are delivered on time, every time.

You can't offer that if you're sourcing from a mix of different vendors, chasing

discounts while sacrificing service, support, and continuity. When a buyer commits to a trusted supplier like Ink-Tank, they're not just buying ink. They're buying predictability and peace of mind.

## Commitment Is the Real Differentiator

*The real tragedy in our industry isn't competition—it's short-term thinking.*

Everyone wants lower prices, but few want to invest in the relationships that make those

prices sustainable.

Commitment is what separates survivors from speculators. It means:

- Building long-term partnerships
- Investing in people, systems, and relationships
- Saying "yes" when things get tough
- Not cutting corners just to win a single deal

If you're serious about weathering the storms that keep battering our industry, ask yourself: Who's standing with you for the long haul? Who keeps quality steady even when materials get tight? Who's investing in sustainable processes and not just products?

If the answer isn't clear, maybe it's time to rethink who you trust.

*Because in a world full of uncertainty, commitment is the last competitive advantage that can't be copied. ■*



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## 16 | THE LISTS

### DID YOU KNOW?



Over the past three decades, INK-TANK has undergone six relocations. Each marking a significant milestone in its evolution. These moves reflect substantial upgrades in production lines, technological innovation, refined management, and market expansion. Each transition represents a transformative phase of renewal and progress.

### QUICK FACTS



More than 20% of INK-TANK's workforce has over 10 years of tenure, with many employees serving for 15 years or more. The company supports its staff through housing initiatives and education assistance programs. From entry-level housing to a dual-track promotion system, INK-TANK provides a stable and supportive environment for long-term employee development.



The brand INK-TANK symbolizes the company's strength, vitality, and reliability, delivering stable performance and vibrant experiences for users. Meanwhile, INK-POWER, represented by the dolphin, conveys intelligence, agility, and friendliness, reinforcing a commitment to approachable and innovative service.



With overseas warehouses established in the United States, Japan, and Europe, INK-TANK ensures faster logistics and improved responsiveness in its cross-border operations, as well as providing fast chip upgrade.



INK-TANK operates a large-scale testing facility equipped with over 3,000 printers, achieving a 100% on-machine testing rate to ensure consistent product quality and performance.



INK-TANK continues to lead through innovation, having solved numerous structural design challenges and securing over 160 international patents.

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