



REMANUFACTURED CARTRIDGES SCORE HIGH
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DEBATE: ARE NBCS BAD FOR THE ENVIRONMENT?
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IT'S GOOD-TO-BE-GREEN DAY PAGE 18



PLANTING TREES AS AN OFFICE SOLUTION
PAGE 20



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Clover Imaging AND Jim Cerkleski

READY TO TAKE REMANUFACTURED TO THE NEXT LEVEL

PAGE 28

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Clover Imaging is Ready to Take
Remanufactured to the Next Level



RT Imaging VIP Expo—Asia 2020 (Pakistan) was successfully held on January 9 in Lahore, Pakistan. The delegation also took the chance to visit two main distribution centers (one for printers & consumables and one for copiers & consumables) in the city. VIP buyers and suppliers alike deemed it to be a “rich harvest” event.

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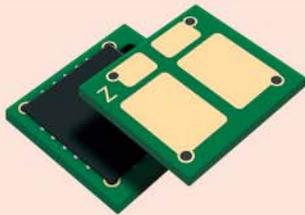
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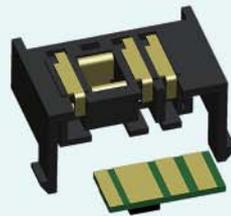
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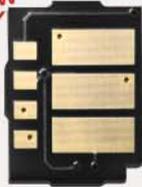
Compatible Chips For Xerox 7025 Series

New



Compatible Chips For **Sindoh N410 Series**

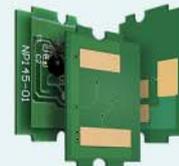
New



Compatible Chips For **HP 1103 Series**



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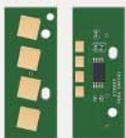


Compatible Chips For **Kyocera Series**



Compatible Chips For **Konica Minolta Series**

New Firmware

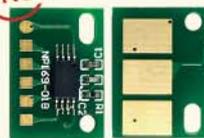


Compatible Chips For **Toshiba Series**

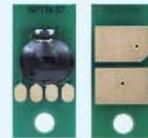


Compatible Chips For **Sharp Series**

New



Compatible Chips For **Lexmark MS911 Series**



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Tricia Judge

Being Green is Good; Greenwashing is Bad.

The aftermarket's roots are decidedly green. For decades, the only alternative to new original equipment manufacturers' (OEMs) printer cartridges were remanufactured ones.

What started out as a good idea shared by thousands of small companies across the globe turned into a great business opportunity for those that have evolved from the early days. No longer selling just cartridges, sophisticated aftermarket companies sell printing solutions. This can include printers, cartridges, software and services.

Clover Imaging is the highest profile company that falls into that category. After

a tumultuous year, Clover has reinvented itself and is selling printing solutions and proudly touting their environmental benefits. Chairman Jim Cerkleski and friends talk about their forest-saving impact in our front cover story.

Who prefers to buy remanufactured cartridges over OEM? The U.S. Department of Energy for one. In this issue, read why they follow this cartridge procurement criteria: "The 'performance not good enough' is also not a valid reason for not purchasing remanufactured cartridges. We have been testing manufactured cartridges since 1997 and have yet to find a printer for which we cannot find a quality remanufactured cartridge PROVIDED the cartridges are available."

Sadly, green is so good and valuable, that many that are NOT green are claiming to be. These companies have great environmental names, but are, in fact, selling new-built cartridges, often of questionable quality.

This process is called "greenwashing." As Actionable Intelligence's President Charlie Brewer explains, "Knockoffs are frequently marketed with deceptive eco-friendly names, despite the fact that they are arguably the worst cartridges for the environment because they are not recycled or reused." The issue of greenwashing is addressed in his free 20+ page report, entitled "*Infringing Cartridges Still Pose a Clear and Present Danger to the Consumables Market*," available at the www.action-intell.com website.

The environmental benefits associated with reusing cartridges are obvious. And all the industry's major trade associations are touting them aggressively, as you can also read in the pages herein.

What other industries have remanufacturing at their core? Obviously, the automotive marketplace is full of restorers, refurbishers and other reusers. But how about circuit boards? Airplanes? And ten-ton agricultural equipment?

All of these stories, plus many more about successful remanufacturing in our own industry, are assembled in this magazine. Read it and enjoy, keep it as a reference, or recycle it.

Tricia
Publisher



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The U.S. Department of Energy Scores High with Remanufactured Cartridges



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DEPARTMENT



Iges

✍ Tricia Judge

A product's environmental attributes have always been a buyer's consideration, but usually one that falls somewhere after price, performance or even brand. However, the environmental impact of a product is now a key selling point, and nowhere is that more prevalent than among purchases made by government entities. Remanufactured products, in the U.S. certainly, are in vogue. This is reinforced by the President's Executive Order 13834, signed on May 17, 2018.

Remanufacturers from all industries have a true patron in the federal sector. The United States Department of Energy (DOE) targets 100 percent use of remanufactured products and takes part in government efforts to develop environmental programs like EPEAT, the Electronics Product Environmental Assessment Tool.

In the mid 2000s, the International Imaging Technology Council (Int'l ITC) and other key aftermarket players were invited to join the EPEAT criteria negotiations and development. The government was trying to develop environmental performance criteria for

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Patent-free Toner Cartridge KLD-TN-328
Invention Patent No.:201911341906.9



KLD-TN-328



OEM-TN-328

Used For TN-328

Compatible With: For MINOLTA Bizhub C250i/C300i/C360i
Invention Patent No.:201911341906.9

KLD-MX310
CN Invention Patent No.:201910495312.7
US Invention Patent No.:16451011
EU Invention Patent No.:EP19182322.8

KLD-B600
CN Invention Patent No.:201910050955.0
US Invention Patent No.:16/294,946

KLD-MP C8002/C8003
CN Invention Patent No.:201910204654.9

KLD-C3371
CN Invention Patent No.:201910203468.3

KLD-SP C352/C360/361
CN Invention Patent No.:201910204654.9

KLD-NPG-73/GPR-57/C-EXV53
KLD-NPG-71/GPR-55/C-EXV51
CN Invention Patent No.:2019104118810.1
US Invention Patent No.:US16/442587
EU Invention Patent No.:EP19180456.6

KLD-TK1200/1150/1160/1170
CN Invention Patent No.:201811374841.3

KLD-OKI 310
CN Invention Patent No.: 201910895742.8
US Invention Patent No.: 16595517

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electronic equipment for the EPEAT ecolabel. The original equipment manufacturers were naturally invited to attend, but the government sought to balance the discussions with aftermarket and environmental groups. Developing EPEAT criteria by consensus with so many players whose visions are diametrically opposed is no easy feat. It took several years, but it did occur.

Before the beginning of EPEAT deliberations, the Office of Environment, Health, Safety and Security’s Office of Sustainable Environmental Stewardship, at DOE headquarters, had on occasion reached out to the Int’l ITC for clarifications regarding

remanufactured cartridges. DOE quickly mastered the importance of Standardized Test Methods Committee (STMC) certification and Int’l ITC membership, and helped Int’l ITC as it sought to understand some agencies’ approach to aftermarket products.

DOE’s sustainable acquisition program is a model that should be held up for other agencies to follow. It combines extensive knowledge about products with useful environmental impact information. Therefore, it makes purchasing all products by DOE employees easy, while simultaneously delivering tangible benefits for the environment.

Through the DOE program, most of the agency’s sites have at times achieved high purchasing rates – 80 percent or higher – towards their environmental purchasing goals. In their offices, DOE purchasing agents have to consider everything from the recycled content of their binders to the green attributes of their office furniture. DOE sites that demonstrate the highest level of sustainable purchasing can win GreenBuy awards.

The purchasing criteria have been researched and well developed. In the toner cartridge arena, purchasing requirements are established as follows:

Requirement:	Remanufactured
Designation:	Toner cartridges are the only cartridges designated-both black & white and color. Neither ink jet cartridges nor plotter cartridges nor copy machine cartridges are designated.
Availability:	Quality remanufactured cartridges are available and being used at numerous DOE sites daily.
	At all times, we will have new printers for which spent parts for remanufacture of the cartridges are not available. Just list the printers affected when reporting availability as a justified exception so we can let you know as soon as remanufactured cartridges for those printers become available.
Price:	All remanufactured cartridges are 1/3-1/2 the price of virgin cartridges. Price is not a justified exception so far as remanufactured toner cartridges are concerned.
Performance:	The “performance not good enough” is also not a valid reason for not purchasing remanufactured cartridges. We have been testing manufactured cartridges since 1997 and have yet to find a printer for which we cannot find a quality remanufactured cartridge PROVIDED the cartridges are available. To find quality cartridges, use the protocol for selecting quality remanufactured cartridges and list of suppliers other DOE sites and Federal agencies have found carry quality cartridges.
Timely Manner:	Best practice is to have a replacement cartridge on hand at all times because no one knows when a cartridge--be it virgin or remanufactured--will become spent.
Warranty:	In general, warranties cover virgin and remanufactured cartridges equally.
Testing:	Consider overcoming cultural resistance by asking staff who have concerns to conduct a test (see protocol for details).

▲ This information can be found at: <https://www.fedcenter.gov/members/workgroups/sustainableacquisition/recycledproducts/recycledproductsfacts/cartridges/>



“Poor performance,” as stated, or the perception of poor performance, is not a valid reason to reject the purchase of remanufactured cartridges. This has been a real obstacle haunting the remanufactured cartridge community for years. The perception harkens back to the days of drill-and-fill cartridge manufacturers.

Starting in the mid 1990s, the Int'l ITC fought to get states and the federal government to give remanufactured cartridges a preference in purchasing. Victories in these efforts were almost always met with resistance from the relevant purchasing authorities, citing poor performance as a reason they were reluctant to purchase remanufactured cartridges.

Industry members learned the reluctance was valid. The only criteria that the purchasers had upon which to buy cartridges was price. So the cheapest, lowest-quality remanufactured cartridges were securing the bids. As a result, STMC testing was developed and adopted by the industry, and then procurement bodies, like DOE. As cited

above in the performance section, agencies have developed far more sophisticated procurement protocols, as follows:

“Per the Resource Conservation and Recovery Act, Section 6002, Federal agencies are required to purchase remanufactured cartridges if they are available at a reasonable cost and meet performance requirements.

“Remanufactured toner cartridges are those composed of spent parts from previously used toner cartridges. They are not cartridges that have simply been refilled with toner nor are they cartridges containing recycled content (typically in the cartridge casing).”

To ensure quality performance, DOE has a long list of requirements of its remanufactured cartridge suppliers that include:

- STMC certification.
- Cartridges for testing in printers that have a history of not performing well when remanufactured cartridges are employed.
- Prices must be competitive.



- A stringent warranty and cancellation of contracts for poor quality and performance.
- Service availability.
- Have an established spent cartridge recovery system in place.

DOE didn't just adopt the program and then rest on its laurels. It keeps up to date on changes in the cartridge remanufacturing industries to make purchasing decisions smooth and informed. They engage in pilot projects routinely to test and revise their purchasing requirements. At the Pacific Northwest National Lab, there was a two-year pilot of remanufactured toner cartridges in the late 1990s. At Brookhaven National Lab (BNL), DOE Headquarters, and Sandia National Labs-New Mexico, there was a pilot



DOE's Brookhaven National Lab tests remanufactured biotoner cartridges.

project of remanufactured toner cartridges employing biotoner in 2010. And DOE is currently engaged in an upcoming pilot of Blue Angel certified remanufactured toner cartridges in 2020.

Once a year since 2005, DOE holds teleconferences with the purchasing agents from all DOE sites to share new information about changes in the cartridge remanufacturing industry. These well-attended webinars address everything from counterfeit and clone cartridges to technical information regarding the quality of cartridges.

There have been two standouts in DOE that have in the past achieved 100 percent in their purchases of remanufactured cartridges: Argonne National Lab and the Office of Scientific

and Technical Information (OSTI). Argonne National Lab is steeped in historical scientific research and discoveries dating back to the Manhattan Project, as its progenitor was the site of the first successful attempt to achieve

Through the DOE program, most of the agency's sites have at times achieved high purchasing rates – 80 percent or higher – towards their environmental purchasing goals.

controlled nuclear reactions. Working in coordination with the University of Chicago, it has remained at the forefront of high-level scientific research. OSTI provides access to energy, science, and technology information through publicly available web-based systems, with supporting tools and technologies to

enable information search, retrieval and reuse.

Both organizations support DOE's mission, which is concerned with the U.S.' policies regarding energy and safety in handling nuclear material. Its

responsibilities include the nation's nuclear weapons programs, nuclear energy programs, radioactive waste disposal, energy conservation, and energy research and production.

These forward-thinking institutions are also forward-thinking about their environmental impact. The remanufactured imaging supplies industry looks forward to future cooperation. ■



Are
New Built Cars
Bad for the
Environment?

DEB

I disagree

Steve Weedon

Should we all care more about our environment and climate change? Of course...

go to page 14

bridges

WASTE

A photograph of Volker Kappius, a man with dark hair, wearing a blue suit jacket over a light blue shirt and a yellow lanyard. He is holding a black microphone to his mouth and appears to be speaking. The background is a solid red color.

I agree

Volker Kappius

Roughly 12 billion tons of plastic waste will be in landfills or the natural environment by 2050 if current production and waste management trends continue.

go to page 15

I disagree

Steve Weedon



Should we all care more about our environment and global warming, of course...

Who likes micro plastics in our fish? Or flash fires that erupt as the Earth's temperature increases, and dry climates get even drier as wet climates get even wetter. As carbon dioxide levels go up so does the temperature, ice melts, seas rise and get warmer, more heat waves, hurricanes, floods, droughts, wildfires, of course we all should care and do more, no argument about it.

But who are the cartridge remanufacturers kidding when they say that new-built cartridges (NBCs) are bad for the environment? What about the OEM cartridges which are new built? Are they bad for the environment? No, we say nothing about OEM originals because they are the life blood of remanufacturing. But ask yourself this question,

does any single end user buy an OEM original

cartridge because it can be remanufactured? No, is the short answer. NBCs are no different to the impact upon the environment than OEM cartridges.

Reuse is the best form of recycling according to Hazard's law; and so it is. When the cartridge remanufacturing industry started around 1990, the entire industry pushed the environmental benefits of recycling for reuse. It was a strong message. Remanufactured cartridges became a second legitimate choice for end users who wanted to save money and be "green." In those days, remanufacturers would invest in long life drums and get their cartridges back time and time again, reusing the drum and mag roller for multiple cycles. OEMs, obligingly, over-engineered the cartridge components allowing multiple cycles with just a change of toner. But, this was not to last. Chips arrived in 2000 and the OEM gradually degraded the initial component quality to make sure of a

perfect first cycle and a failed second or third cycle. More investment was now needed to remanufacture a non - virgin cartridge empty, it needed more replacement parts and more time to remanufacture and so remanufacturers focused on virgin empties only.

So, at best, today remanufacturers delay cartridge disposal, one cycle. OK, I am not knocking that, but it is a far weaker argument for eco-friendly remanufactured cartridges than it was back in the day.

Over the last few years the aftermarket has shifted toward new built compatibles (NBCs). Thousands of cartridge remanufacturers have disappeared as a result, because they became simply, uncompetitive. The cost of remanufacturing has risen to a point where margins are thin or non - existent. Virgin empties are expensive and the cost to transport them only goes up.

Many remanufacturers turned to compatibles and became resellers, to increase margins and survive. Even the biggest remanufacturers have needed to restructure and change their business models in an attempt also to survive and prosper in a changing industry.

The remanufacturers mantra hasn't changed in more than 30 years, it's the same tired, worn out message, but you would think after so long, that if the message and position was heard and understood the remanufactured cartridge product would sell with a dollar value add. Always less than the OEM price but more than a compatible price. But, that has not happened and only a few dedicated remanufacturers remain.

The argument, that compatibles are bad for the environment falls flat. It's no different than for OEM originals. Remanufactured cartridges at best, using a virgin empty, delays landfill one cartridge cycle. Whoopee! that's not going to save the planet, guys!

SUC, is short for "Single Use Cartridge," and was coined by

NBCs are no different to the impact upon the environment than OEM cartridges.



Roughly 12 billion tons of plastic waste will be in landfills or the natural environment by 2050 if current production and waste management trends continue. Out of these an estimated 10 million tons of plastic currently end up in our oceans each year. In view of this uncomfortable truth, single-use plastic consumables, which are designed with a short life cycle, must become a thing of the past. This is true for single-use plastic razors, single-use plastic straws and single use plastic cartridges.

But unlike plastic razors and straws, chipped cartridges are electronic devices according to WEEE (Waste of Electrical and Electronic Equipment) in the European Union (EU). They can be reused multiple times if properly repaired. So according to WEEE, they have the same status as a toaster, a hair dryer or a cell phone. Who would buy a hair dryer, a toaster or a cell phone for a single-use only?

Considering the use of materials, remanufacturing is one of the most preferable alternatives because the geometrical form of the product is retained, and its associated economic value is preserved. It can be used for the same purpose it was originally designed for, again and again. And it creates jobs while doing it. The more local the remanufacturing takes place, the better for the environment because of the shortened transport of empty cores and of the remanufactured cartridges.

By remanufacturing a printer cartridge at least twice, the environmental impact can be reduced up to 61 percent compared with a newly manufactured cartridges (NBCs) because of the material recirculation.

According to a recent study on the reuse ability of printer cartridges in accordance with the implementation of Article 4 of the WEEE directive commissioned by the European Commission, it was found that 75-80 percent of all printer cartridges could be reused. This percentage range would be

valid for the U.S. as well. If you combine the quantitative data from that study with the average weight of empty laser and inkjet cartridges, the size of the issue shows its true magnitude. We are looking at around 70,000 metric tons of cartridge waste in the EU per year! That means that between 52,500 and 56,000 metric tons per year could be reused. I'm sure that the tonnage of reusable plastics is even higher in the US.

Unfortunately, however, only a fraction of these plastics are reused currently.

Firstly, because of the hunger for profit of rogue single-use and new-built cartridges from China entering the waste stream and secondly, due to OEMs, which are taking reuseable cartridges out of the market in

order to recycle them. Even then, only a small portion of each cartridge gets recycled with the greater portion being incinerated

By remanufacturing a printer cartridge at least twice, the environmental impact can be reduced up to 61 percent compared with a newly manufactured cartridge because of the material recirculation.

simply to avoid competition from the remanufacturing sector.

In addition, there is little awareness among cartridge users that, despite having bought a single-use, short-life cycle plastic product, it can be turned into a multi-use, plastic product by an established, professional repair/remanufacturing industry. This is an industry that used to be very big in the U.S. and created high levels of employment—jobs that have been surrendered to China because of the low-priced, non-OEM NBCs.

Unfortunately, non-OEM NBCs cannot be repaired with good quality because of non- and often sub-standard components used to manufacture them. In addition, it has been found most non-OEM NBCs do not comply with local regulations and laws. Last year, for example, it was found in the EU, many NBCs had high levels of the illegal flame retardant DecaBDE.

We need to keep in mind that for more than 25 years, rich and well-developed

I agree

Volker Kappius



I disagree

Steve Weedon

Steve Weedon is an award winning CEO who has held senior management positions at various OEMs as well as Katun Corp, Static Control Components and Cartridge World. He was the original founder of The Recycler Magazine and of trade shows in Europe. He is currently CEO at Print Rite Europe Ltd, Print Rite Pelikan Germany and Print Rite Pelikan France. Contact Weeon at <steve@prinrite-eu.com>



from Page 14

the European Toner and Ink Remanufacturers Association (ETIRA) to show that, in their opinion, all compatibles are “SUC” and as such, are bad for the environment.

Now frankly there is a lot that is bad about companies making compatibles. They are mostly infringing, poor quality, cheap and SUC cartridges that frequently do not comply with EU regulations and make bogus claims for accreditations and compliance. For my part I do not speak for them. OEMs take action against these companies and no doubt more action will be taken as OEMs defend their patent rights. However, it is wrong and simply misguided to classify all compatible manufacturers and compatible products as being the same. They are not.

Just like the OEM originals, Print Rite compatibles can be recycled for reuse, using standard parts and supplies. Just like a virgin OEM cartridge. It’s an inconvenient truth for the “all compatibles are bad,” brigade but nonetheless it is the truth.

Dedicated remanufacturers are under real pressure but while the aftermarket has moved on, they seem stuck with the same old arguments and

stories, with less end users and resellers actually, listening. Remanufacturing is good when profitable, I do not see it will stop entirely but patent safe compatibles (PSCs) are good and are more profitable to resellers. No infringement, consistently good quality, always available, EU/U.S. DecaBDE compliant, locally distributed, all accreditation compliant and not SUC.

Let’s face it, our industry runs on the backs of OEMs, who create one-time-use consumables that are not biodegradable. Recycling for reuse is good, but now it’s a virgin-cartridge, reuse-only program. A delay of one cycle before

landfill or disposal. PSCs are good, always available, cheaper than remanufacturing, can be recycled for reuse and are no more harmful to the environment than an OEM empty cartridge or a virgin remanufactured spent cartridge.

But wouldn’t it be great if someone was working on a faster degradable cartridge design. A bio-based design that allowed non fossil fuel plastics to be used with a bio-based toner that degraded rapidly after disposal. Now that really would be GOOD for the environment. We are getting close, very close. Watch this space. ■

Let’s face it, our industry runs on the backs of OEMs who create one-time-use consumables that are not biodegradable.

More than 80 percent of all manufacturers of printer cartridges (OEM and Non-OEM) build me as a single-use (use and dispose!) plastic item. But according to a recent study commissioned by the EC, 75-80 percent of all printer cartridges could be re-used. This is exactly what the genuine remanufacturing industry for printer cartridges has been doing for more than 30 years! Choose REMAN!



from Page 15

countries exported their shredded plastic waste to poorer developing Asian countries, with many of them lacking the capacity to manage such a huge influx of waste.

China accepted the lion's share with 45 percent of the world's plastic waste imports until they banned the import of waste plastics at the beginning of 2018. In order to get rid of some million tons of the waste plastic, China has developed great efforts and whole industries to turn waste plastic into products such as new-build single-use cartridges, which they will not accept back once these products—including single-use cartridges—have reached their end of life.

Unfortunately, a lot of the products made from recycled waste plastic contain substances that have in the meantime been banned for use in the U.S. and the EU countries. Non-compliance on regulations and laws are usually ruled by criminal law and can cost much more than just penalties. Unfortunately, indemnifications do not help in cases of criminal law. Indemnification only helps with civil law like on intellectual property (IP) issues. There seems to be a tendency to ignore regulatory compliance when talking about compliance. IP compliance is all the NBCs are talking about. We must remember that compliance is needed on both: IP and local regulations and laws. The company who imports the cartridges is responsible for the compliance with local IP, laws and regulations. The best protection for distributors of NBCs, no matter if premium or non premium, against non-compliance on IP and regulations is when these cartridges

When it comes to printer cartridges, OEM cartridges that were turned into multi-use products by the genuine cartridge remanufacturing industry are the only environmentally-friendly alternative.

are bought from a local subsidiary of the manufacturer. Or even better: Buy a locally remanufactured cartridge - this way you are also contributing to safe, precious and scarce resources.

In addition to the issues with the plastics used in NBCs, current test conducted in the EU show that certain NBCs also show high levels of volatile organic compounds and heavy metals in the toner used in them. It should be clear to everyone that low prices come

from low-priced toner, low-priced plastic, low-priced OPCs, etc. Unfortunately, low prices too often means low quality. There are basically two reasons why the actual print quality of some NBCs has become acceptable:

First, NBCs manufacturers can design their cartridges from scratch using the best combination of cheap materials locally available to them.

Second, because a lot of genuine remans have started to alter their bill of materials because of price pressure and moved away from high-quality toners, OPCs and other parts. Sad but true, the increase in the perceived quality of NBCs is more a decrease of the overall quality of reman cartridges.

When it comes to printer cartridges, OEM cartridges that were turned into multi-use products by the genuine cartridge remanufacturing industry are the only environmentally-friendly alternative. ■

I agree

Volker Kappius

Volker Kappius, who studied Business Administration at the University of Hamburg also holds a postgraduate degree in Business Ethics. Kappius joined German-based Delacamp in 2005 and is now the managing director and CEO. Contact Kappius at [<vkappius@delacamp.com>](mailto:vkappius@delacamp.com)



IN MY VIEW

What is your business doing to lessen its environmental impact?



Australia

James Douglas
Advanced Consumables

Despite the increased status the environment is getting politically from climate activists, it is surprisingly more difficult to lessen our environmental impact and governments, including local councils, are not making it easy. As a result, two recycling channels for easy and cheap collection of used toner cartridges have closed down. We are now forced to use Planet Ark, a channel that traditionally helped OEMs soak up the supply of empty cartridges in Australia when remanufacturing was a big industry here. Despite the difficulties, we are making a difference with higher grade toners that deliver higher page yields and less waste toner. We no longer use single-use plastic bags but reusable bags. We have also installed more energy efficient air-conditioning systems in our warehouse and office.



China

Wendy Duan
Mito Color Imaging

Mito has been focusing on the impact of environment for many years and integrated environmental considerations into its work practices. We have invested in the effective use of innovative environmental technologies and equipment, such as air dust removal and collection systems, sewage treatment facilities. Mito has developed a good reputation by actively promoting recycling and the minimizing of waste emissions. At the same time, we have innovatively developed unique technologies that increases the life of components used in remanufactured cartridges, which increases recycling rates and reduces pollution. Thanks to a fully integrated supply chain, we can control both "upstream" and "downstream" with the use of environmentally-friendly raw materials in production. The strict implementation of all procedures also avoids contamination during production and transportation.

It's Good-to-Be-Green Day: Reman Day is April 9

It's time again to celebrate being green. On April 9, 2020, the entire remanufacturing community will celebrate being remanufacturers for the third consecutive year. From remanufactured inkjet cartridges to remanufactured aircraft carriers, the producers of these environmentally-friendly products will be showcasing their products and production facilities. Join them. Here's how...and why.

Remanufacturing is good for people, profits, and the planet, and the industry has great potential for growth. It's been around for 80 years and played a big part in U.S. mobilization and victory in World War II, when remans helped to conserve critical resources and reduce cost.

Beyond being green, it's profitable! Worldwide, remanufacturing is a \$160 billion a year industry. And it employs

more than 450,000 people around the globe. It's also growing as an industry, adding new sectors and attracting talented people, engineers, scientists and technicians, to high-paying, rewarding jobs.

Reman Day is an opportunity to celebrate the benefits of your company's making or selling of remanufactured cartridges.

Through your event you can form closer relationships with various stakeholders at your organization, encourage workforce development efforts in your community, and/or educate elected officials about the benefits of remanufacturing. And the planning has already been done for you!

Reman Day is a great opportunity to show your support for the entire remanufacturing community. Each registered Reman Day event helps in the overall mission to increase appreciation and awareness of the benefits of remanufacturing.

Each registered Reman Day event helps in the overall mission to increase appreciation and awareness of the benefits of remanufacturing.



Clover Imaging Group celebrated at all its offices



The Reman Day flag flies with “Old glory” at John Deere

Wondering what to do? Below are some ideas to get you started.

Internal events may include:

- Employees and their families and friends to show friends and families what the employees do
- Employees and suppliers to give employees and suppliers a chance to get to know each other or the company on a deeper level
- A video for remote workers to introduce them to the core team or to give them a tour of the headquarters

External events may include:

- The community for a tour of the facility or a presentation about remanufacturing
- Local elected officials for civic relationship building
- High school or higher education students for workforce development
- Customers for a deeper relationship with the company

There are many different types of events you can hold from pizza in the break room for the staff to a facility tour with students, government officials, and suppliers.

For more event ideas, visit the event planning page. (visit: www.remanday.org/plan-an-event). Also, the Reman Day website has a whole host of tools you can use to promote your event, including press releases, customizable ads for your website, media guides and even a proclamation for your local government to recognize this day. There is also an itemized checklist to help you plan the event.

The International Imaging Technology Council (Int’l ITC) is actively involved in the alliance of associations that sponsor

Reman Day, including airplane, automotive, office furniture and electrical equipment remanufacturers. Int’l ITC also has cartridge-industry specific promotional materials on its website at www.i-itc.org

No matter what size event you choose to have, every event is important in raising awareness about remanufacturing and its benefits to the environment and economy.

Last year, our cartridge remanufacturing community celebrated, from all of the offices of Clover Imaging Group to many small local dealers. The event, and remanufacturing as a sales concept, has momentum. Join the wave. Go to www.remanday.org or www.i-itc.org.



USA

Mindy Smith
Liberty Laser Solutions

We have a large recycle collection program that reaches all four corners of the United States. As a remanufacturer, we put these cartridges into our production keeping them out of landfills. Liberty strives to come up with new ways to lessen our environmental footprint. This allows us to offer our dealers one of the most environmentally friendly products in the market at a competitive price. Reduce, Reuse Recycle is something we strongly adhere to.



USA

Jim Vitiello
Datasource, Inc

At Datasource, we are vigilant about doing our part to help the environment. We work with Clover Imaging Group on collection of all spent toner cartridges and are making sure we recycle 100 percent of what we sell. Also Datasource works closely with the Arcoa Group to offer e-waste recycling at little or no cost to the customer. What I have found over the years is that ALL customers want to be green, but very few want to pay for it.



United Kingdom

Darren Turner
MY Total Office Solutions

As well as using refurbished technology to fuel our office solutions and recycling redundant equipment, we operate a ‘plant a tree’ campaign to help reverse climate change. We’ve secured three large planting locations with room for 5,000 trees and we ‘plant a tree’ for each new office technology customer, sending a certificate showing where the tree is planted. We’re even getting non-customers involved by letting them buy a tree for \$3.99, for which we plant and provide a certificate too.

Editor: See Darren’s tree planting story on page 20

IN MY VIEW

What is your business doing to lessen its environmental impact?



US

Ken Lalley
Static Control Components

Static Control's mission is to provide the best imaging products with the smallest possible environmental impact. Our environmental, health and safety department sets annual goals to help reduce, reuse and recycle more company-wide.

In our UK office, we recently installed LED lights in all the offices, warehouses and externally to help reduce our energy supply. Also, cartridges are recycled using a comprehensive recycling service that adheres to the principles of the waste hierarchy.

Last year, our Sanford headquarters was recognized by the N.C. Department of Environmental Quality as one of the newest members of the Environmental Stewardship Initiative (ESI). The ESI program promotes and encourages superior environmental performance by North Carolina organizations.

We have a corporate responsibility and duty of care to the environment, and therefore our waste cartridges are only recycled or reused; nothing gets disposed of by incineration or into a landfill. Throughout our entire organization, we recycle all items possible, including plastic, cardboard, paper, metal, and pallets – even the plastic wrapped around the pallet!



Spain

Alejandro Javier Pedro
BioService

Ever since the founding of our company, we have been committed to recycling every printer cartridge, even those that could not be reused. Sometimes this means it can be more expensive than sending it to a landfill. We have also put recyclable plastic bags into our cartridge collection boxes so we can reuse the box many times. We simply collect the bag instead of the boxes. We are so committed to doing this that we use our own collection drivers who are trained to take care of the empties in the bags.



Nearly 90,000 forest fires have broken out in Brazil since the beginning of 2019 (which is nearly double the amount for the whole of 2018). Over half of them were in the massive Amazon basin which makes a significant contribution to the Earth's carbon cycle and climate.

The fires were allegedly being started deliberately by criminal gangs to clear land to sell to farmers (as reported by the Mirror here in the UK) or by farmers themselves in a political act to show President Bolsonaro they want to work (as reported by TIME magazine).

Couple this with extreme and intense forest fires not seen before in California, Australia and many other places around world. You have seen the images on TV.

It's a disaster in the fight against climate change. But trees still have a massive part to play in the fight.

For some time. We've thought long and hard how a small business like ours could influence climate change in a positive way.

We don't make loads of profit and





Darren is “out-standing” in his field

the little we do make goes straight back into the business to improve our team, service and technology solutions. This made it a struggle to see how we could make any difference in the fight against climate change.

Those pictures of the Amazon on fire stirred something within us though.

First it was anger, followed by frustration and finally disappointment. And then it struck.

Trees are the answer. Trees suck carbon dioxide out of the air and, if we plant enough, our theory is that we can make a massive impact. So, we did the research and found our theory is backed up by science. Scientists have found there are 1.7 billion hectares of treeless land on the planet on which 1.2 trillion native tree saplings could naturally grow. That area is about 11 percent of all land on earth and equivalent to the size of the U.S. and China combined.

According to Professor Tom Crowther at the Swiss university ETH Zürich, “This new quantitative evaluation shows [forest] restoration isn’t just one of our climate change solutions, it is overwhelmingly the top one.” He proposes restoration is overwhelmingly more powerful than all of the other climate change solutions that have been proposed.

Crowther has calculated that restoration would have the full effect of removing 200 billion tons of carbon. That would be two-thirds of all the emissions that are pumped into the atmosphere by human activities, a figure many scientists describe as “mind-blowing.”

So, that’s what we have begun to do. Plant some trees and our customers are going to help us do it too.

In its simplest terms, we’ll plant a tree for every person or organization

IN MY VIEW

What is your business doing to lessen its environmental impact?



China

Xiaoqing Fang
ZhongShan Tiantong Print Consumables

In order to reduce their printing cost, end users want to refill their empty toner cartridges when the toner has run out. During the refilling process, some toner will be spilled and needs to be cleaned up because it is a very serious pollutant. To solve this, we have developed, patented and produced the Zero-waste cartridge which can be safely refilled in 10 seconds without any spillage and can be used in many popular brands of HP printers. Consumers can have a better experience, save money and be good for the environment.



Japan

Masato Emori
Hara Trading Co., Ltd.

Our company has been distributing components to remanufacture laser toner cartridges in Japan for almost thirty years. We just started providing the educational marketing leaflet which explains the theme of “SDGs (Sustainable Development Goals) X Remanufactured Toner Cartridges.” There are many small and mid-size of corporations whose owners do not know how to start SDGs’ activities, so we are suggesting they use reused toner cartridges, which would be one of effective ways to support SDGs, at the same time, fulfilling their corporate social responsibility. We have already distributed our leaflets to more than 2,000 companies.



Argentina

Daniel Abbate
Silog

Eighty percent of our products are remanufactured (we convert them into the same product). Those that we cannot remanufacture we will recycle, and they become a resource for other industries. The remainder that cannot be recycled are sent to final processing plants where they are isolated so as to prevent contamination. This whole process is shared with our customers who are gradually becoming more aware of the need to care for the environment.

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↪ Nine-year-old Scarlett braves the cold to plant trees

with whom we provide a new print technology solution. We will provide each of them with a certificate to show where their tree has been planted.

In late 2019, we were amazed to have Pete and Paula Newton nominate their eight-acre field to be used as our prime tree planting location for our “Plant a Tree” campaign.

The Newtons own a small property on the Shawforth Hills in the Rossendale Valley, about 30 km north of Manchester in western UK. When Pete was younger, he had a dream to live in a secluded house in the countryside surrounded by thousands of trees. When they bought the small property, it had about seven acres, but they secured a further two fields which has almost doubled their property size to 13 acres.

Sometimes, when the place is right, and the timing is right (and when the stars align), big things can happen. Paula caught our climate-change, tree-planting campaign on social media and reached out.

It’s a win-win for all parties involved. Pete finally realizes his dream and we have a field for planting our customers trees.

Despite it being extremely cold, we

planted the first block of 100 trees for our reforestation and climate change busting ‘Plant a Tree’ program. My children Scarlett, age 9, Samuel, age 18, and I were not deterred from breaking the frosty ground, even by freezing temperatures and a wet mist, and persevering to get the job done.

With the help of six other Lancashire and Greater Manchester-based businesses who wanted to be involved in the project, we have already allocated 80 of these trees to customers. With certificates sent to thank them, showing them where their trees are planted.

We planted another 100 trees since February in our quest to kick start a global planting project, to reforest the world and help reverse climate change.

For those that don’t know, we specialize in print technology solutions in flexible monthly agreements. We provide people with certainty and peace of mind, with guaranteed fixed prices and simple, honest service.

Our solutions are designed for families and home workers right through to small and medium organizations, with a specialized product for schools, charities and nurseries. ■

IN MY VIEW

What is your business doing to lessen its environmental impact?



Uruguay

Martin Waldeck
Danston S.A.,

For more than 10 years, our laser cartridge waste has been disposed of in an ecological way through a program of the Municipality of Montevideo (Uruguay). It is not an ideal solution, but it is what is available. Our aspiration would be to coordinate with some manufacturers of construction materials or some pavement companies to be able to recycle our waste in the products that these companies manufacture, but the task is not easy. On the other hand, we are also turning to printing systems that do not generate waste, such as ink feed systems, where there are virtually no solid or liquid wastes.



Bolivia

Diego Aguilar
Toner Systems

Reducing the environmental impact in Bolivia is not easy, due to internal and external market factors. Neither are there incentives nor state policies that motivate companies to promote these behaviors. The Bolivian market is determined by the price, so the need to sell reduces the interest of having a conscientious contribution in relation to the environmental impact as an opportunity for sale and added value. Despite these handicaps we collect our finished cartridges and classify them according to their material, aluminum, plastic and screws, to redirect them to waste collectors.

6 QUESTIONS

Why Sustainability and Remanufacturing Matter

— Dr. Nabil Nasr, associate provost at the Rochester Institute of Technology and director of the Golisano Institute for Sustainability, shares what he knows about remanufacturing.

Is the remanufacturing industry growing or shrinking, and why?

There are two factors to look at here, first is the volume of reman products and the second is the number of companies and employees. The first is definitely growing and likely to continue to grow. The second is the number of companies and employees. Different sectors seem to have different trends as we have seen major consolidations, mergers, and acquisitions in sectors once the sector reaches some level of maturity and growth. This in turn would show a declining number but in fact growing volumes.

What are some of the larger industries involved in remanufacturing, and how are they improving?

The top non-military one is aerospace, which is a mature sector with growth due to increasing volume of aircraft in use. The second is automotive, which is also a very mature sector with not many changes currently, but is poised to see significant changes with the growth of electrification in vehicles.

What is the most interesting item that you've seen remanufactured, and why?

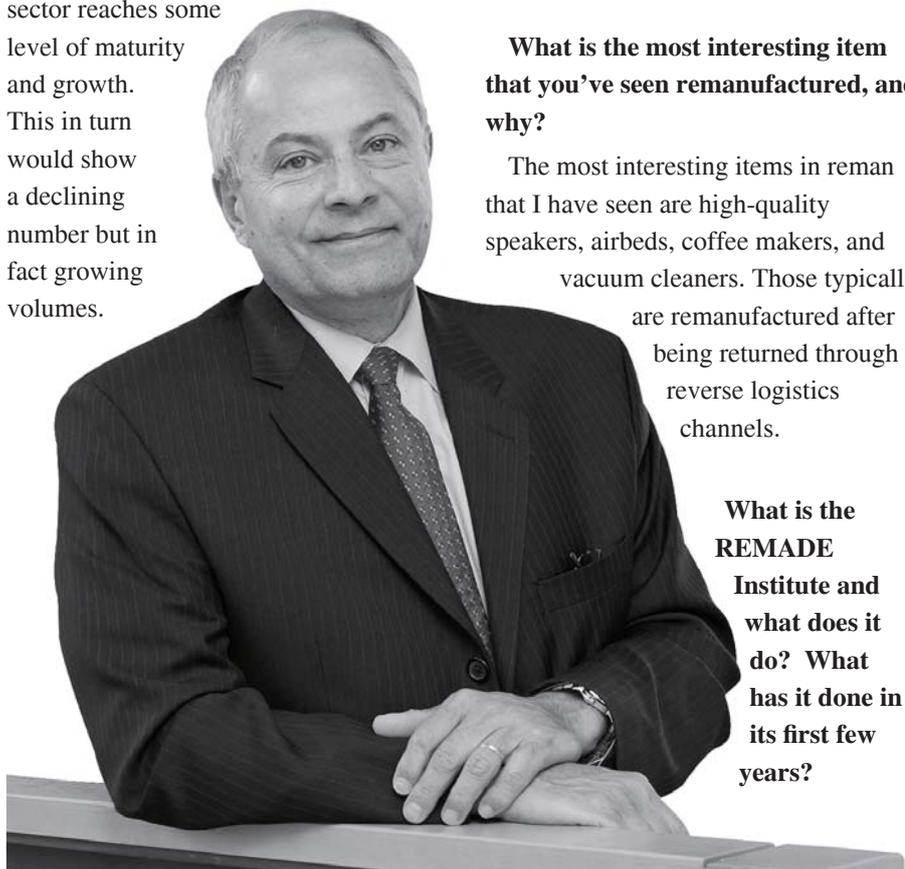
The most interesting items in reman that I have seen are high-quality speakers, airbeds, coffee makers, and vacuum cleaners. Those typically are remanufactured after being returned through reverse logistics channels.

What is the REMADE Institute and what does it do? What has it done in its first few years?

The REMADE Institute is the only institute in the U.S. that is a public-private partnership committed to developing transformational technologies that can help develop significant competitive advantages for our industry. The institute just released a \$24 million request for proposals to support new technology development in support of industry needs. This will increase the number of projects the institute is running from 30 projects today to doubling this number. The institute is a consortium and the benefits go to its members. Membership is open to any US company. The institute has about 100 members including leading industry companies like Michelin, Caterpillar, John Deere, and others. Major universities such as RIT, MIT, Georgia Tech, and University of Illinois are members in addition to five national labs. So, we created an institute bringing the brightest minds in the field to work together with significant government funding (currently \$140 million for the first five years) to develop transformational technologies to help industry.

What is going on at the Golisano Institute that might interest printer and printer cartridge remanufacturers?

The biggest expansion at the Golisano Institute for Sustainability is the new reman testbed, which is a significant



Dr. Nabil Nasr, associate provost at the Rochester Institute of Technology and director of the Golisano Institute for Sustainability, <nzn@rit.edu>.

investment in creating an advanced facility with state-of-the-art equipment in all reman processes facilitating development work, validation, pilot process development, and demonstration of the best technologies and equipment in reman. In addition, in partnership with the REMADE Institute, the testbed will offer a bootcamp to train individuals on the latest technologies in reman including executive training at a high level as well as in-depth training for the workforce.

Are you bullish on the future of remanufacturing? Cartridge remanufacturing? And why?

I am and I believe that we can do a lot more. However, the challenge is the difficult relationship with the designers and manufacturers. There is so much value that can be realized through reman and there is a lot of pressure on the manufacturers to avoid contributing to the waste problem. In a different sector, Nestle has committed \$2 billion to invest in plastic recycling due to the mounting public pressure on them to reduce plastic waste. So, any manufacturer contributing to the high volume of waste should be taking notice and the cartridge industry reman can benefit from this. ■



Remanufacturing in all industries worldwide is a \$160 billion dollar industry employing more than 450,000 people. Led by the automotive sector, remanufacturing occurs in more than a dozen industries and is openly embraced by the largest international corporations, such as Ford, General Electric and John Deere. European and U.S. remanufacturers lead the way employing 190,000 and 180,000 people respectively. In terms of dollars, the U.S. remanufacturing community generates \$100 billion. Today, reman is only two percent of all manufacturing. Reman is on track to grow at a high rate, generating millions of jobs in the coming decades. The leading academic professional in the field of remanufacturing is widely considered to be Dr. Nabil Nasr.

For more than 25 years, Dr. Nasr has worked in the fields of sustainable manufacturing, remanufacturing, circular economy, clean production, and sustainable product development and is considered an international leader in research and development efforts in these disciplines. He has developed strong ties to industry through efforts to implement and improve sustainable design and remanufacturing processes at hundreds of companies from diverse sectors.

Dr. Nasr is associate provost at the Rochester Institute of Technology and director of the Golisano Institute for Sustainability. In 1997 he founded the Center for Remanufacturing and Resource Recovery, which has become a leading source of applied research and solutions in remanufacturing technologies.

In 2007 he became the founding director of the newly established Golisano Institute for Sustainability. Sustainable production systems and the built environment are the focus of interdisciplinary academic and research programs within Golisano Institute for Sustainability.

Dr. Nasr serves as a member of the International Resource Panel of the United Nations Environment Programme. In addition, he has been an expert delegate with the U.S. Government in several international forums such as the Asia Pacific Economic Cooperation (APEC), United Nations, World Trade Organization, and the OECD.

He recently led the proposal development effort which resulted in the selection of Golisano Institute for Sustainability to lead the national consortium for the REMADE Institute, a national institute under the Manufacturing USA (NNMI) network. This national coalition of 26 universities, 44 companies, seven national labs, 26 industry associations and foundations and three states is working together on new clean energy initiatives, focusing on driving down the cost of technologies essential to reuse, recycle and remanufacture materials such as metals, fibers, polymers and electronic waste.



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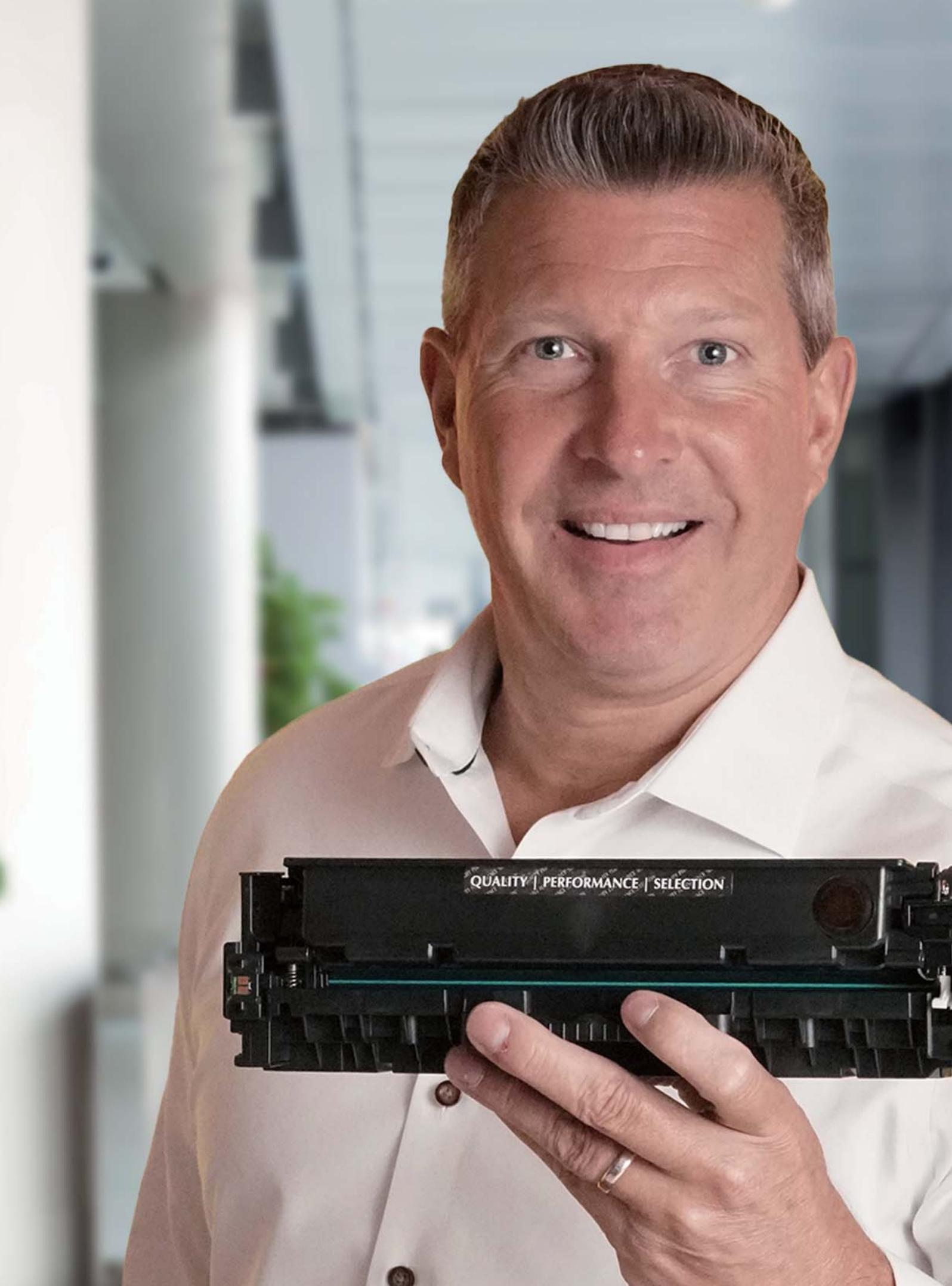
Date	Destination	Event
January 9 January 11-12	Pakistan	RT Imaging VIP Expo—Asia 2020 RT EOS Imaging Show 2020
May 11 / 13 / 15	UK Netherlands France	RT Imaging VIP Expos—Europe 2020
June 3-5	Russia	Business-Inform 2020
June 9-11	Shanghai, China	China Stationery Fair —RemaxWorld Shanghai 2020
July 3 / 7 / 10	Argentina Brazil Peru	RT Imaging VIP Expos—Americas 2020
October 15-17	Zhuhai, China	RemaxWorld Expo 2020 iPrint 3D Expo 2020
November 16 / 19 / 23	Ethiopia Algeria Nigeria	RT Imaging VIP Expos—Africa 2020

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QUALITY | PERFORMANCE | SELECTION

Clover Imaging is Ready to Take Remanufactured to the Next Level

 *Tricia Judge*

Any discussion of the remanufactured printer cartridge industry must include Clover Imaging Group. With business spanning 43 countries, Clover is the global leader in producing high-quality, environmentally conscious remanufactured printer cartridges.

Remanufactured cartridges help businesses and consumers lower their printing costs while reducing their environmental impact. Compared to single-use OEM and compatible/new-build cartridges, Clover's environmentally friendly cartridges have been shown to use 79 percent less material and 44 percent fewer natural resources—representing a 51 percent smaller overall environmental impact.

On a monthly basis, Clover collects and recycles over 3.5 million cartridges and manufactures over 1.4 million cartridges. Lay those collected cartridges end to end, and the line of cartridges diverted from landfills each month by



Clover alone would stretch from Chicago to New York City, roughly 700 miles!

Over the last ten years, Clover has collected 436 million empty cartridges and diverted 450 million pounds of waste from landfills. That's roughly the weight of two Nimitz-class aircraft carriers. In addition, through a partnership with PrintReleaf, Clover Imaging and its dealer partners have offset paper consumption by reforesting more than 600,000 trees.

And although there have been ups and downs over the years, Clover has remained unrivaled as the largest cartridge remanufacturer on the planet. Competitors have fruitlessly tried to spread rumors of its demise, but Clover always rises to the challenge of world domination in the imaging supplies marketplace.

At no other time has Clover bounced back from a financial hit stronger than over the last few months. Last year, losses in its wireless remanufacturing division coupled with the impact of a new partnership between HP and Xerox, set industry rumors blazing of Clover's imminent death.

But in December, almost as a Christmas gift to the U.S. aftermarket, Clover announced a new partnership with Norwest Equity Partners (NEP), and that the old executive team that built Clover from nothing in the 2000s to its premiere place in the world would be returning to the helm of the company. The deal was purported to be in the area of \$215 million. (It also separated from its wireless division, along with its former holding group, 4L.)

Far from its early beginnings as an ink and toner remanufacturer, Clover has evolved into a global enterprise backed by world-class engineering, manufacturing and distribution infrastructure.

The new deal restored its renowned founder Jim Cerkleski to the position of Executive Chairman. It likewise meant Clover's management team, George Milton, CEO; Eric Martin, President; and Cerkleski, would continue to lead the business. Clover would also physically remain headquartered in the Chicago area.

Cerkleski responded to getting the transaction closed. "The monkey is off

our back and we are now able to focus 100 percent of our efforts solely on the imaging business," he said. "We believe in the strength of our business model and consumers' escalating demand for a high-quality, low-cost alternative to environmentally damaging single-use printer cartridges. Our new, very conservative capital structure provides much greater financial flexibility and we could not be more excited for the opportunities in front of us."

Clover Imaging's new financial partner, NEP, was founded in 1961 and is well-regarded for its collaborative investment approach and commitment to partnering closely with the management teams of its portfolio

companies to create long-term success and stakeholder value.

Tim DeVries, NEP Managing Partner, had this to say about its newest portfolio company, "We are excited about our investment partnership with Clover — it is a well-run business with a highly experienced, nimble management team that knows how to innovate and execute. We look forward to collaborating with them to leverage the company's strong



☞ Clover's new management team: President Eric Martin, Executive Chairman Jim Cerkleski, and CEO George Milton

position in the marketplace and put our capital and resources to work to further expand and grow the business.”

The new partnership with NEP has brought speculation that Clover might be partnering with Minneapolis-based megadealer Marco, another entity funded by NEP in 2015. However, such a rumor was quickly dispelled by Clover. Although Marco and Clover have the same equity partner, any relationship ends there. “While Marco is a valued Clover Imaging dealer partner and we now share the same financial partner, our companies remain separate, independent entities,” Cerkleski said. “There is no management or business crossover.”

Clover still must compete in a tight marketplace. Printing is declining, albeit at a slow rate of roughly two percent each year. New build compatibles have taken a big bite out of the price-sensitive lower end of the market. And the original equipment manufacturers (OEMs), HP Inc. in particular, are fighting mightily to retake lost sales of their new supplies. What’s the strategic plan moving forward?

Far from its early beginnings as an ink and toner remanufacturer, Clover has evolved into a global enterprise backed by world-class engineering, manufacturing and distribution infrastructure. These expansive capabilities enable Clover to provide a level of partnership unmatched in the aftermarket imaging space and were the genesis for Clover’s new tagline, “*success in partnership*.”

Our “*success in partnership*” philosophy reflects our unwavering

Clover plans on riding the environmental wave that has gained such popularity from the board room to the home office.

commitment to support our channel partners with not only a wide selection of superior products, but with revenue and profitability-enhancing services and solutions to help them achieve their business goals,” President Eric Martin said.

Clover’s Silver Bullet program, for example, takes direct aim at OEM customers, and gives dealers the tools needed to successfully compete against the likes of HP. This relatively new

undertaking has quickly achieved success. “Our message to dealers is that 80 percent of the marketplace is still OEM,” Martin said. “Convert that to remanufactured and put an additional 20 to 30 points of margin in your pocket. With our Silver Bullet program, dealers are actually getting higher margins and their customers are winning. We’ve already converted hundreds of end-users from multi-year contracts.”

And, that’s just one of the solutions Clover has recently rolled out to its dealer partners. “We developed our own auto toner replenishment tool that is easy to use and implement – essentially MPS-in-a-box,”

Martin said. “It makes it very easy for our partners to sign up their customers for an automated program that helps them manage their printing costs. Ease of use has been the big hurdle in the past; the smaller dealers have been afraid to sell MPS because they think it’s complicated. Our system is proprietary and helps our partners lock in their transactional business.”

Mostly, however, Clover plans on riding the environmental wave that has gained such popularity from the board

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room to the home office. Increasing public awareness of environmental issues has led to a demand for products with low or zero environmental impact. From Greta Thunberg to climate-change scientists, environmental activism is prevalent. Remanufacturing, which is reuse, the highest form of recycling, has now ballooned into a \$160 billion industry.

One customer is certainly listening: the U.S. government. It represents a \$700 million sales opportunity, and Clover wants to see its dealer partners get a big piece of that. “The federal government is a massive opportunity for us,” Martin said. “We are focused on helping our dealers get in front of the decision makers within the various branches of the government and show them that there is a high-quality, legal solution that also offers significant cost savings. They are a \$700 million customer and if Clover can work with its partners to win just 25 percent of that business, we will all see massive growth.”

Single-use compatibles from overseas may be dirt cheap, but they end up in the dirt too, in landfills. Over the past few years, some of the plastics used in these cartridges have been found to contain DecaBDE, a known carcinogen outlawed in several countries. Concerns about these products, such as quality

issues, infringement allegations and international trade concerns, have slowed the acceptance of these products. The desire to avoid such “single-use” plastic products is building among individual and corporate consumers. Clover recently rolled out an environmental calculator on its website that enables consumers to quantify the positive impact they can have on the environment when they switch from single-use cartridges to remanufactured cartridges.

A recent survey from Accenture back up the unprecedented environmental

The beautiful thing about remanufacturing is it's not just about the environmental benefit, it's also about the cost savings.

sustainability movement. More than 6000 consumers were surveyed around the globe and “72 percent of respondents reported that they were actively buying more environmentally friendly products than they did five years ago, while 81 percent said they expected to buy even more over the next five years.”

Clover believes that the desire for a reduced environmental impact coupled with costs savings will make its products the preferred ones moving forward. “The beautiful thing about remanufacturing is it's not just about the environmental benefit, it's also about the cost savings,” Cerkleski said. “Recycled copy paper costs more than standard copy paper.

Businesses have to incur additional costs to lessen their environmental impact. With remanufactured printer cartridges, you actually reduce costs by being environmentally responsible. That's a big benefit to corporate America. The OEMs are going to have a hard time playing the green card. Remanufactured cartridges are highly superior to single-use cartridges in terms of their environmental impact.”

Clover's plans for growth come at a rapid-fire pace from Cerkleski, its leader. A formidable business dealer with a quick mind and an eloquent tongue, Cerkleski grew Clover from nothing in the fields of Ottawa, Illinois. Now Clover is the cartridge remanufacturing industry's flagship and standard bearer, and Cerkleski knows it. “For more than two decades, the remanufacturing industry has provided consumers with an alternative, which in turn has helped keep prices in check and the OEMs from controlling the entire marketplace,” he said. “We're proud to be a big part of that and are confident in the future of the industry.”

No discussion of the cartridge remanufacturing industry would be complete without including Clover Imaging Group. Its environmental impact and its future are rising. And as a rising tide lifts all boats, Clover's victories raise up the entire industry. ■



ETIRA

European Toner and Inkjet Remanufacturers Association

ETIRA is the European association of
toner and inkjet cartridge remanufacturers

what you get as ETIRA member

opportunities: Meet

at our

Vincent Van Dijk
ETIRA

Masato Emori
AJCR

Tricia Judge
Int'l ITC

How Trade Associations are Promoting the Industry's Environmental Benefits



Laura Heywood
UKCRA

Leaders of the four largest imaging supplies' industry trade associations met up in Frankfurt during PaperWorld 2020 to discuss issues confronting the global industry.

Vincent Van Dijk (pictured far left) from the European Toner and Ink Remanufacturers Association (ETIRA) joined Tricia Judge (International Imaging Technology Council - Int'l ITC), Masato Emori (Association of Japanese Cartridge Remanufacturers - AJCR) and Laura Heywood (United Kingdom Cartridge Remanufacturing Association - UKCRA) also addressed the sale of single-use cartridges ("SUCs").

Certified Quality



Benefits of Certification

Seal of Approval for Cartridges

STMC certification proves that the company certified uses the highest industry-approved standards in manufacturing its cartridges. The STMC logo means that the cartridge in the box has been remanufactured by a company that cares about quality.

STMC stands for the Standardized Test Methods Committee. This global committee formed to find and promote standardized test methods for the printer cartridge industry.

For twenty years, the International Imaging Technology Council has evaluated and monitored the STMC program, fighting for those who use it proudly and against those who misuse it.

Customers demand STMC. Join the hundreds of STMC-certified companies that these customers want to buy from. Get certified today. Contact katie@i-itc.org for more information.



United Kingdom Cartridge Remanufacturing Association (UKCRA)

For more than 25 years, the U.K. Cartridge Remanufacturers Association (UKCRA) has been at the vanguard by challenging and appealing to lawmakers. It continues to provide them with evidence and undisputed facts about the advantages of cartridge remanufacturing for a more circular economy. The OEMs are impeding the functioning of a number of cartridge models in their printers and this is an issue that is being currently addressed with the U.K. government department on eco-design.

It is the fundamental right of choice for consumers that is being threatened by printer manufacturers to use whatever type of product they wish to use in their printers. Whatever their choice, it should not be hindered by design features that impede reuse or block their functioning with lock out devices such as clever chips.

The UKCRA participated as a stakeholder to include design for reuse in international standards (such as the WEEE Directive and the International Standard IEEE 1680.2). Along with the Int'l Imaging Technology Council (Int'l ITC), UKCRA recently formally complained to the U.S. Green

Electronics Council that upholds the IEEE standard regarding certain required criteria on the reusability and functioning of non-original cartridges in printers.

The UKCRA has continually provided evidence and undisputed facts about the advantages of cartridge remanufacturing and reuse in the circular economy and participated in conferences and meetings with government representatives encouraging them to lead by example and put "remanufactured" (and reuse) as the higher priority over mere "recycling," - and as a priority over cost in procurement tenders.

Lawmakers are seeking ways to reduce carbon emissions, and concepts that employ sustainability and reuse are largely preferred over the lesser environmental-friendly recycling. Why recycle (separate components and then crush or shred) a printer cartridge which can be reused multiple times? Or why melt down a cartridge when that form of recycling needlessly uses up energy? Why add to the mountain of recycled plastics that have few uses? Not when a perfectly viable commodity such as a remanufactured toner or refilled inkjet cartridge exists, and its

industry already currently generates jobs and productivity around the world.

Experts project that it will take ten years to cut carbon emissions in half, and even then, they believe that such a reduction will not be enough. Even if it were, the technical solutions to achieve a 50 percent reduction have not yet been invented! Reusing the cartridge through remanufacturing is the best alternative.

Greta Thunberg bravely challenged lawmakers at the U.N. annual General Assembly condemning the talk of "eternal economic growth" adding "while entire eco-systems are collapsing" and spoke of government and lawmakers' betrayals, with "leaders nowhere in sight."

It is important that we continue challenging lawmakers to do better, and to accomplish this through our representative trade associations, ETIRA, the Int'l ITC and UKCRA. It is important to continue to be active in supporting them and to work together towards the future sustainability of our planet. ■



International Imaging Technology Council (Int'l ITC)

This year, along with the United Kingdom Cartridge Remanufacturers Association, the Int'l ITC filed a complaint against HP, Inc. with the Green Electronics Council over HP's new "killer chip" firmware. The Int'l ITC is challenging their claims to meet environmental criteria set out by the federal EPEAT Registry, which requires allowing non-OEM cartridges. Their firmware and chips do exactly the opposite and are causing remanufacturers to lose business.

Customers are unhappy too. We are working alongside these consumers and legal professionals to review potential legal action.

It's been a busy year, full of big news and skirmishes. Without a trade association to speak for our community and its environmental impact, standing up to HP, or Lexmark, or any large threat, would be difficult.

We manage to do a lot with a little, such as with our email newsletters. We have been promoting our industry and its challenges in articles, webinars and throughout social media. We've delivered our environmental

messages to buyers from the National Office Products Alliance (NOPA) channel.

The association also held its first meeting in years, in Chicago in July. It was quite an event with the executives of most of the largest remanufacturers in attendance. We discussed our plans to move forward, especially to tout our strong environmental message.

The OEMs remain our oldest and boldest threat. HP's new firmware is proof of that. And China's production must be monitored for unacceptable products as well. Due to our partnership with NOPA this year, we have shared these concerns, with examples, to hundreds of imaging and office supplies dealers.

Int'l ITC administers the STMC quality testing program that sets apart legitimate remanufacturers from drill-and-fill internet exploiters or poor-quality, foreign-made products. In the U.S., China and around the globe, this is seen as a definitive stamp of a quality cartridge. This year, we investigated more companies abusing the STMC logo by

a factor of ten. Dozens of cease-and-desist notices were sent, and several penalties were assessed by the Int'l ITC.

Int'l ITC supports and promotes Reman Day! As a founding member of the Council that brought this event to life, we saw consumers and business customers respond to our event and information. This will be the third time that the remanufacturing industries, from airplanes to inkjet cartridges, will come together to promote their members and products.

Everyone from Clover Technologies to small, local cartridge remanufacturers took part in this event. And the Int'l ITC Executive Director Tricia Judge spent the day on Capitol Hill in Washington D.C. talking to U.S. leaders about this important industry.

Beyond the flag waving is a real coalition that is pushing both public and private sector to buy more remanufactured products and putting real qualitative science behind those efforts. The Int'l ITC is there to help. ■

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Toner & Inkjet Remanufacturers Association (ETIRA)

In the European Union (EU), 2019 was a turning point in environmental policies. In December, the new EU Commission presented its Green Deal policy initiative. Their ambition is high: the EU wants to be the world's first carbon-neutral continent by 2050! Of course, reaching that target is going to be very tough: it requires a full new mindset of all Europeans.

The Green Deal built on the 2018 Circular Economy proposals that already favored the reuse of products. That is where cartridges come in: reusing your cartridge as a cartridge during multiple cycles ticks all the right boxes: it's environment-friendly, less expensive than OEM, and if you include the environmental costs, even less expensive than the new clones from Asia! Moreover, remanufacturing cartridges brings back jobs and profits back to the EU!

In line with the new focus, the ETIRA organization was adjusted to face the new era. In June 2019, "Environmental Warrior" Javier Martinez was appointed as its president, heading a new team of directors, each with his own area of expertise. We kicked off 2020 at a new office, and with a new logo. This "ETIRA 2.0" is ready to face the market challenges head-on!

And challenges there are indeed: our industry is being squeezed between tough OEM market behavior and cheap single-use clones from Asia. Downward pressure on prices makes the business very difficult, and the European cartridge remanufacturing industry can therefore remanufacture only eight to 15 percent of all OEM cartridges put on the market. However, if all the aforementioned market barriers were removed, that number could be 75 to 90 percent!

That is why ETIRA lobbies the EU to support reuse of cartridges. In 2020, this work is paying off. We will soon see new EU-recommended criteria for public procurement programs that want to buy "green." Thanks to our lobby, these criteria will give preference to reman cartridges! The famous EU OEM Voluntary Agreement is also being reviewed: this set of environmental criteria, that printer manufacturers have had to impose on themselves to avoid being hit with EU legislation, is now being adjusted to take better account of cartridge reuse. If they will not budge, the EU may well force them to! This should end OEM anti-reman practices such as clever chips, unfriendly cartridge designs, overnight firmware updates that lock out remans, etc.

We also call for an EU ecolabel for remanufactured cartridges. Our main call, however, is for the EU to act against single-use, non-OEM, new-build cartridges (SUCs). These products from Asia have no end-of-life solution, and many do not comply with EU health and safety rules. Many are simply dumped on EU soil at below-production cost prices, with no regard for the pollution they create. This must stop.

ETIRA 2.0 also means more public relations and raising awareness about cartridge reuse. With our LinkedIn and Facebook pages we connect with the end-users and show them why remans are the only way to stop single use plastics.

In 2020, there are many hurdles for cartridge remanufacturers, but the new ETIRA is there to help members overcome them. Join us, and support reuse!

ETIRA, the European Toner and Inkjet Remanufacturers' Association represents remanufacturers of OEM cartridges and related service-providers across the EU since 2003. We are officially based in Brussels, and have approx. 40 members. Full details at www.etira.org. ■



Association of Japan Cartridge Remanufacturers (AJCR)

The Association of Japanese Cartridge Remanufacturers (AJCR) is powerfully promoting its authorized standards and logo, E&Q (for Ecology and Quality) for the cartridge remanufacturing industry in Japan.

The AJCR is in its third organization of authorizing and auditing E&Q certified remanufacturers and their remanufactured toner cartridges. For many years, the directors of the AJCR have spent a tremendous amount of time to establish the E&Q standards in order to differentiate Japanese genuine remanufactured cartridges from new-build

cartridges coming from overseas.

AJCR members are promoting E&Q and now a lot of the country's end users, government agencies and administrative offices have started recognizing the E&Q and it has become one of the key qualifications for purchasers of remanufactured toner cartridges (the AJCR and its members also actively employ STMC standards). The E&Q is solely used for genuine remanufactured toner cartridges passing the strict standards.

This has led to a successful situation for all the remanufacturers and the remanufacturing

industry in Japan. In 2018, the AJCR was awarded a Life Cycle Assessment Encouragement Award on the same stage with Canon. Life Cycle Assessment is a measurement tool to determine CO2 emissions, which are thought to be the cause of global warming or climate change.

AJCR's aggressive activity supports environmental protection and the AJCR will continue working towards a bright future for the remanufacturing industry and the environment. ■

We are Remanufacturers Too



By reusing and refurbishing components and cores, cartridge remanufacturers can enjoy not only environmental benefits, but also opportunities to create highly-skilled jobs and economic growth. With increasing awareness, more and more industries are remanufacturing too. *RT Media* researched several companies from other industries who are remanufacturing. The range of industries that include remanufacturing is staggering. From nanotechnology to several-story-high agricultural equipment, products big and small are being remanufactured for multiple lifecycles.

Circuit Boards

Computers, and therefore circuit boards, are in just about every product. Circuit Board Medics (CBM) has secured a place in the remanufacturing industry through high-quality work, cutting-edge technology, and world-class customer support. CBM has an automotive division specializing in remanufacturing modules such as instrument clusters, engine computers, and transmission control modules, along with an appliance division specializing in control boards for refrigerators, ovens, washing machines, and dryers. In a world that leans towards replacement, CBM strives to remanufacture products to function better than new. By doing so, we are able to remanufacture more than 50,000 circuit boards each year to extend the life of appliances and automobiles resulting in the prevention of more than 245 tons of waste from entering our landfills. The team at CBM exists to restore normalcy to people's lives that a broken control board has robbed from them. This focus on the customer elevates the opportunity to serve others by focusing on solving problems and not merely repairing circuit boards. CBM is located in Greenville, SC, and ships remanufactured control boards worldwide. www.circuitboardmedics.com



Agricultural and other Heavy Equipment



For John Deere, a leading global manufacturer of agricultural, turf, construction and forestry equipment, remanufacturing supports John Deere's commitment to those linked to the land by producing quality parts and components that meet customer needs, while reducing environmental impact. Remanufacturing also supports John Deere's corporate eco-efficiency goals by reducing the raw materials and energy that go into component production and through reducing waste at the end of a product's useful life.

John Deere Reman has an extensive product portfolio of more than 3,000 remanufactured parts and components, including engines, engine components, fuel, starters/alternators, axles, transmissions, hydraulic pumps/motors, and electronic components for use on John Deere equipment. These remanufactured products deliver the same level of performance and

reliability as new components because they are manufactured to original John Deere specifications. Remanufactured components provide customers with cost-effective service solutions while minimizing equipment downtime through component exchange programs.

John Deere has been remanufacturing parts and components for more than 20 years. With remanufacturing facilities in Springfield, Missouri, U.S. and Edmonton, Alberta, Canada, John Deere Reman has a well-trained, experienced, and highly-skilled work force solely dedicated to producing John Deere Reman products. These remanufactured parts and components are distributed around the globe through John Deere's extensive parts distribution network, and the reman products are sold exclusively through John Deere dealers. www.deere.com/remman.

Aerospace

Recognized as the global leader in aircraft and component remanufacturing, Nextant Aerospace has redefined the business aviation industry by using reimagined engineering and production capabilities to transform used business aircraft into new modern airframes. The airframes are rebuilt with innovative technology for improved performance, advanced flight deck avionics, and enhanced passenger cabin configurations. These best-in-class performance and comfort airframes are reborn at a fraction of the cost of new competing aircraft. Headquartered in Cleveland, Ohio, Nextant Aerospace offers a host of services including aircraft component repair and overhaul, engineering and certification, non-destructive testing (NTD), and parts and STC kitting. As the recipient of the Laureate Award for leadership in the field of Business Aviation, Nextant serves clients in the corporate, government/military, and airline transport aviation sectors.

Through airframe enhancements,

avionics and engine upgrades, and a host of additional improvements, Nextant Aerospace effectively transforms used business aircraft into new, zero hour airframes at a substantial cost savings. With a range of light jets in its stable, Nextant delivers a cabin class aircraft

for every stage of ownership.

Nextant Aerospace has redefined the business aviation industry as the first company to introduce the FAA-certified remanufacturing process for business jets.



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Automotive

Vehicle Reman (VR) is the pioneer remanufacturer of class one to class five fleet trucks, cars and vans. VR replaces powertrain, suspension, braking, and other mechanical components that wear out. VR also addresses any paint, body, and interior trim requirements. The OEM powertrain warranty is three-years and 100,000-miles. Extended fleet use has shown that reman vehicles have the same operational costs as new vehicles. Extending vehicle lifetimes using remanufacturing reduces vehicle capital expenditures by about 50 percent and results in the lowest possible cost per mile of any fleet management strategy.

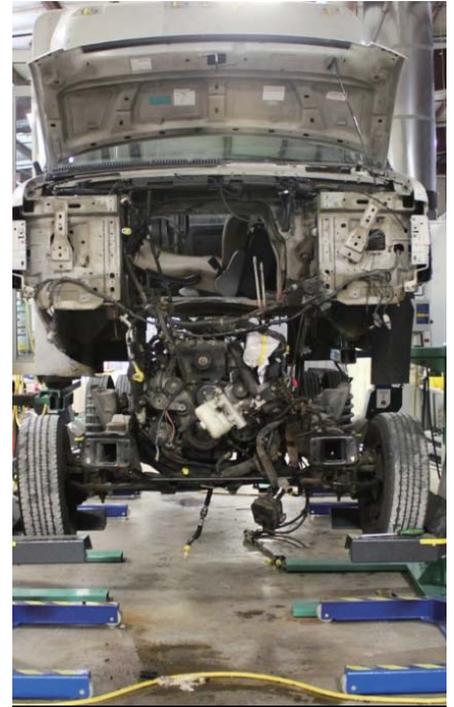
Using a streamlined, assembly line approach inside a 60,000-square foot facility, we can rebuild vehicles to like-new condition to the customer's exact specifications. Everything, including the engine, transmission, suspension/major mechanical, interior and body are remanufactured to

double the life of your fleet at about half the replacement cost.

Remanufacturing is the purest form of recycling in the automotive sector with clear environmental savings. Fleets using remanufacturing as part of their fleet management strategy make an affordable, sustainable corporate responsibility statement far beyond their peers.

VR consolidates 13 different automotive repair shops under one roof. This consolidation reduces overhead, speeds service and delivery time, and improves quality. Remanufacturing combines all repairs at one time to reduce the frustration of serial failures as components age and approach end-of-life at different rates.

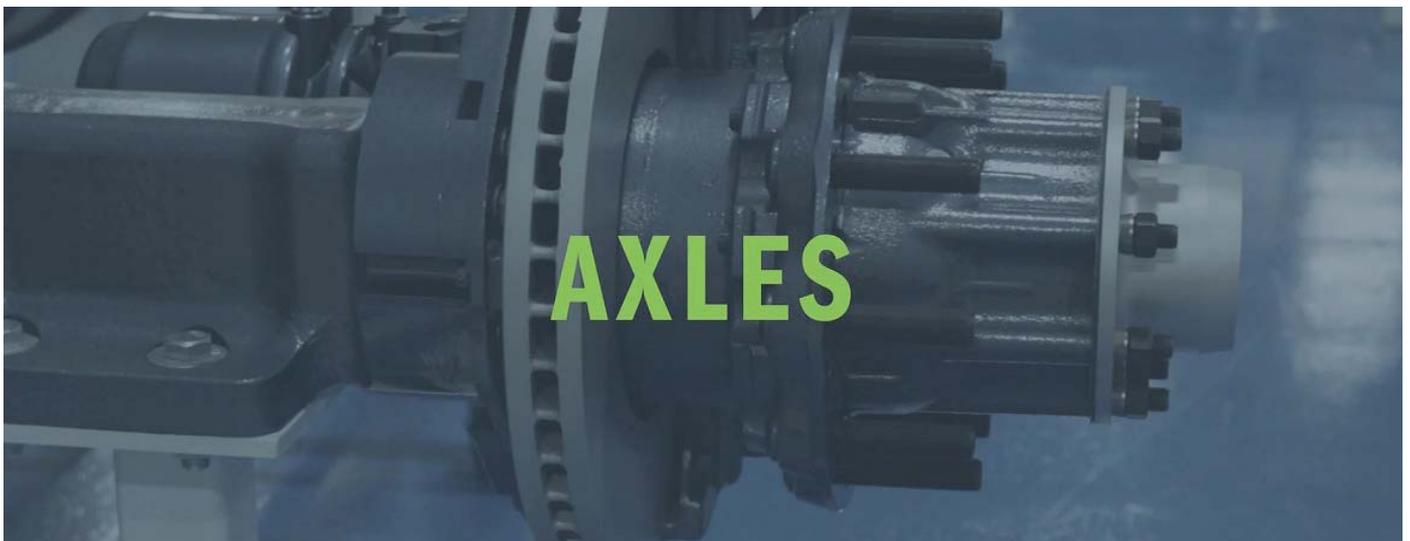
Any fleet mission has suitable candidates for VR, including ambulances, paratransit buses, service bodies, flat beds, brush fire trucks, cranes, hoists, boxes, as well as regular straight cabs & bed trucks. (www.vehiclereman.com)



Heavy-duty and off-road vehicles

AxleTech has extensive experience remanufacturing axles, transfer cases, brake calipers, and electronics/mechatronics, for a wide range of heavy-duty, off-highway and on-highway vehicles. Their remanufactured products are used on commercial trucks, buses, defense vehicles, motorsports equipment, and other specialty vehicles. As a manufacturer of drivetrain components for OEMs, AxleTech has the technology to remanufacture axles, brakes, mechatronics, electronics, and transfer cases to factory-like settings thus improving the reliability of the remanufactured product.

Examples of products already remanufactured by AxleTech include heavy equipment transporter axles, rough terrain lift truck axles, transit bus drive axles, defense vehicle transfer cases, and monorail drive units. AxleTech uses a factory-certified remanufacturing process which includes best-in-class teardown and cleaning process, machining and rework process, and assembly. (www.axletech.com)





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Office Furniture

Davies Office started in 1948 by Evan Davies, as a small repair and refinishing shop for commercial office furniture. Over the years, Davies has grown to more than 150 team members who are also shareholders with the Davies employee stock ownership plan (ESOP).

Annual sales at Davies now approach \$36,000,000. They achieve this by providing remanufactured solutions nationwide.

Davies owns and operates a 300,000 square-foot, state-of-the-art manufacturing and distribution facility on a 20-acre campus in Albany, NY. From there, it produces approximately 5,500-7,000 workstations worth of panels each year and we take in approx. 7,500-8,000 workstations per year from our sustainable exchange programs with corporate partners.

Davies produces approximately 5,500-7,000 workstations worth of panels each year and we take in approx. 7,500-8,000 workstations per year from our sustainable exchange programs with corporate partners.

As a result of remanufacturing 5740 work stations annually, Davies:

- Saves enough energy that could power 57,500 American houses for one day.
- Diverts 1,587,000 pounds of landfill waste (the weight of 265 tractors).
- Avoids the release of 4,053,750 pounds of CO2 into the environment; and

- Conserves 4,600,000 pounds of raw plastics (766 tractors or about 100 locomotive engines).

They are committed to sustainability and promoting the benefits of remanufacturing to all.

Working with the Remanufacturing Industries Council, Bill Davies (Evan's grandson) assisted in developing partnerships with other remanufacturing organizations and institutions such as the Int'l ITC in establishing a global Reman Day. At Davies, we believe that it is everyone's job to advocate, educate and collaborate with others to spread the message and importance of remanufacturing for all sectors.



Marine

Jasper Marine has been remanufacturing quality products since 1942 and today they are the U.S.' largest remanufacturer of gas and diesel engines, transmissions, differentials, rear axle assemblies, air and fuel components, marine engines, sterndrives, performance engines, and electric motors.

Whether it's a marine engine, sterndrive, outboard lower unit or outboard powerhead, Jasper Marine has the remanufactured product to get customers' boats back in the water - fast.

From laid back cruising to wide open throttle, Jasper Marine provides all the power marine enthusiasts need and expect for their boating pleasure while allowing them to keep their present boat. Precision machining and quality parts, combined with thorough testing, give Jasper Marine engines and its customers the edge in

remanufactured inboard and inboard/outboard engines.

Remanufactured sterndrives from Jasper Marine are built to precise tolerances, are generally in stock for immediate availability and can save a customer money over the cost of a new drive.

For those of the outboard motor persuasion, a fast and economical way to get back in the water is to install a remanufactured outboard lower unit from Jasper Marine.

Jasper Marine's 2,300-plus associates and 48 branch and distributor locations are committed to providing customers with the perfect product. Their processes and procedures are designed to produce a quality component that will meet or exceed the expectations of customers. ■





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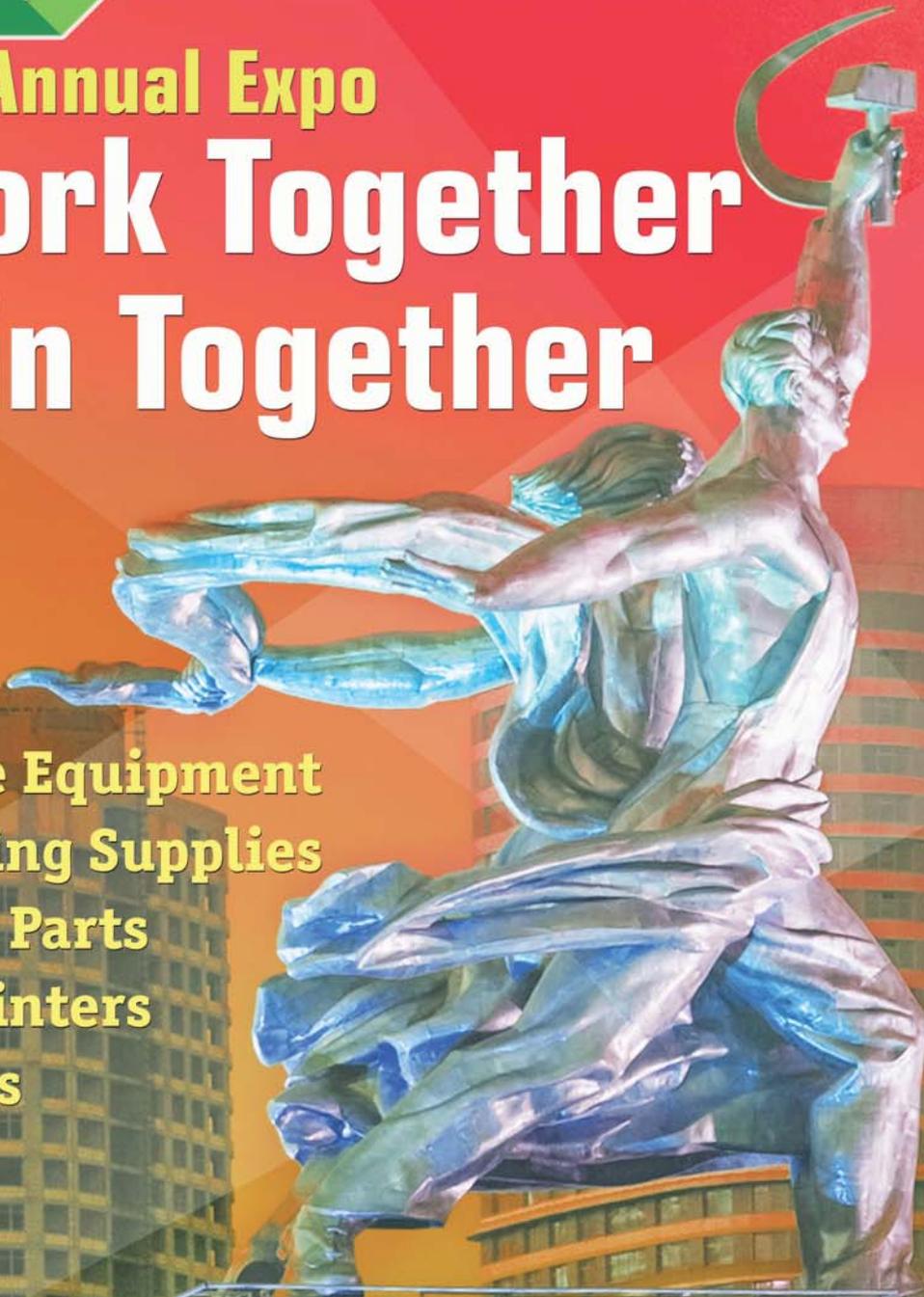
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Mark Dawson

The Urge to Pay Attention to the Environment

For a long time, it seemed as if raw materials and the Earth's resources were infinite. They're not.

The raging bush fires in Australia captured the attention across the planet. More than 200 of them have burned through approximately 7,700,000 hectares (19,000,000 acres) forcing more than 100,000 to flee their homes. More than 20 people have burned to death, and half a billion animals have perished. Seeing images of Navy ships evacuating people from beaches, you'd be forgiven for thinking it was a war zone. Maybe it was.



CBS News Meteorologist and Climate Specialist Jeff Berandelli puts this environmental disaster down to a natural weather pattern ("Indian Ocean Dipole") that has been intensified as climate change.

Although some changes to the Earth's climate are natural, current changes are caused by increasing human activity. Our behavior as producers and consumers results in a buildup of man-made gases in the atmosphere. This traps the sun's heat, causing global warming, which changes the weather patterns around the world.

We pull resources out of the Earth. We use them to make things. We use those things, sometimes only once. Then we throw them away. This is the linear economy. For a long time, it seemed as if raw materials and the Earth's resources were infinite. They're not. So, unless we change, we're going to run out, and in the process, destroy our planet.

The linear economy must change to a circular economy. Three things must happen. First, products must be designed to minimize waste and pollution. Second, products and materials must stay in use for as long as possible. Third, when it is no longer possible

to extend use, products must be recycled to regenerate natural systems.

Those of us in the laser printer cartridge business know that users have three choices: original (OEM), remanufactured (Reman) and new build compatibles (NBCs).

The Reman option is currently most closely aligned with the circular economy because of the strong reuse element. Reman is the ultimate form of recycling because it captures the value originally added to the raw material by labor, capital equipment and the manufacturing process itself. Whereas recycling simply reduces a product to its elemental value to recover constituent raw materials.

The OEMs focus on recycling only. The motives for their collection programs are questionable. Are they about the environment? Or are they about removing used cartridges from the supply chain to deny remanufacturers their most critical resource? Experienced engineers in the aftermarket point to many aspects of OEM cartridge design that are barriers for remanufacturers and clearly indicate an intentional single-use product model.

NBCs are neither designed for reuse nor are they accompanied by recycling programs. They would appear currently to be the option furthest away from the circular economy.

European remanufacturers often complain that NBCs do not comply with WEEE, REACH or other EU Regulations. They also complain that such regulations are not enforced. Most industry leaders I speak to don't believe that regulators will act anytime soon.

Those working hard to promote the circular economy argue that it is

not only the environment that will benefit. They debunk the argument that a thriving economy and sustainability are mutually exclusive. Technology, not regulation, will be the driver for change. It's already happening in other sectors. Instead of fossil fuel energy and large-scale manufacturing, we have renewable energy networks, digital platforms and 3D printing.

Whether from the OEM, Reman or NBC communities, imagine the competitive advantage that would be established by innovative players that design reuse into their cartridges and facilitate it with a global network of local repair centers, eliminating the footprint of bringing back empty cartridges to the other side of the work before shipping new or remanufactured products back the other way. Then imagine the global cost reductions and the increase in knowledge, workers and prosperity. ■

Dawson joined the imaging supplies industry in 1987, as a graduate mechanical engineer, and began his career in quality assurance and then production management before moving into sales & marketing. He has held senior positions with both American and European corporations, including MSE and Clover. He is currently a director with IOP (Internet of Printing BV) whose mission is to help independent resellers find new revenue streams and optimize margins. Anyone with questions about how to educate and train both the channel and the SME users as to the relative benefits of NBCs and Reman, can reach him at <mark@iopbv.com>

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Consumers Demand More Sustainable Products

 *Accenture Survey*

More than half of consumers said they would pay more for sustainable products designed to be reused or recycled, according to results of a survey from Accenture.

The survey of 6,000 consumers in 11 countries across North America, Europe and Asia, results of which were previewed at the American Chemistry Council (ACC) Annual Meeting today, found that while consumers remain primarily focused on quality and price, 83 percent believe it's important or extremely important for companies to design products that are meant to be reused or recycled. Nearly three-quarters (72 percent) of respondents said they're currently buying more environmentally friendly products than they were five years ago, and 81 percent said they expect to buy more over the next five years.

"The shift in consumer buying, with more consumers willing to pay extra for environmentally friendly products, reinforces the need for companies to increase their commitments to responsible business practices," said Jessica Long, a managing director in Accenture Strategy. "Companies across industries have started to lead with purpose, including embracing the circular economy as a greater opportunity to drive growth and competitive agility."

Unsurprisingly, quality and price led consumers' considerations when making purchases, cited by 89 percent and 84 percent of respondents, respectively, compared with 49 percent who cited health



and safety considerations and 37 percent who cited environmental impact.

The survey findings also indicate that consumers believe that the chemical industry — which plays a key role in driving recycled and reusable technologies and materials — lacks concern about its environmental

Nearly three-quarters (72 percent) of respondents said they're currently buying more environmentally friendly products than they were five years ago, and 81 percent said they expect to buy more over the next five years.

impact. Specifically, one in four consumers (26 percent) said they believe that the chemical industry is the least concerned of nine industries included in the survey about its impact on the environment.

Consumers also ranked chemical companies the lowest among industries for the reliability of communications regarding the environmental impact of their products and services, with 72 percent not very confident or not confident at all in these

communications.

"While some of the survey results are encouraging, there are also implications for chemical companies, including the need to overcome negative consumer sentiment and to produce sustainable materials at a competitive price," said Rachael Bartels, a senior managing director at Accenture who leads its chemicals and natural resources practice. "The chemical industry is a critical enabler to the circular economy

and can speed up its adoption, and the reality is the industry must get in front of this now, or risk being left behind."

In other survey findings, plastics was perceived to be the least environmentally friendly type of packaging, cited by more

than three-fourths (77 percent) of consumers, with paper products perceived to be the most environmentally friendly, cited by 55 percent of respondents.

Resolving these and other challenges could help chemical companies fuel growth. For instance, the

ACC estimates that a circular economy for plastics could add 38,500 jobs and billions of dollars to the U.S. economy by expanding the use of pyrolysis and other advanced plastic recycling technologies. Chemical companies have an opportunity to catalyze and capture a significant share of the \$4.5 trillion in opportunity presented by a move to a circular economy, according to circular economy research from Accenture Strategy. ■

About the Research

To identify consumer purchasing and consumption habits regarding different types of packaging and products, as well as consumer views related to recycling and reuse of materials, Accenture surveyed 6,000 consumers, ages 18 to 70, in 11 countries: the United States, Canada, France, Germany, Italy, Mexico, the United Kingdom, China, India, Indonesia and Japan. The survey was conducted in April 2019.

About Accenture

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Tricia Judge

STMC Logo Misuse Now Being Aggressively Confronted

If you are a reseller of certified cartridges, this is how to make sure your supplier is legitimately certified.

Our industry events, from Frankfurt to Zhuhai, are wonderful opportunities for companies to showcase their products, and to set themselves apart from the competition. Sometimes though, participants are helping themselves to a competitive edge that they didn't earn.

STMC certification is conferred upon those companies that have proven they've earned it. STMC certification proves that the company certified uses the highest industry-approved test methods in manufacturing its cartridges. The STMC logo means that the cartridge in the box has been remanufactured by a company that cares about quality.

For twenty years, the International Imaging Technology Council (Int'l ITC) has evaluated and monitored the STMC program, fighting for those who use it proudly and against those who misuse it. Customers have learned to trust STMC and they demand STMC. It is recognized and used in more than 80 countries.

However, there were many STMC logos on display at recent trade shows that aren't legitimate. As trademarks of the Int'l ITC, we must protect them, as well as the rights of those that use them correctly.

In Zhuhai at RemaxWorld Expo and in Frankfurt at Paperworld, I handed out more than two dozen cease-and-desist letters. I was assured by the recipients that they would either come into compliance or prove they already were.

A Cautionary Tale: Asconn/Anpoll

On October 17, 2019, I visited Asconn at their booth (#2425) at the RemaxWorld Expo and confronted them about their misuse of the logo. I took a photo of the STMC logo they had on display, which claims certification through 2020. It also has



an ID number that is NOT issued to Asconn, or even a company from that continent. The number they were using was assigned to a now-defunct company from Eastern Europe.

Upon my return, I reviewed the evidence I collected in Zhuhai and their history with STMC Coordinator Katie Bandle. We determined that Asconn was knowingly violating our trademarks and manipulating the STMC certificate to mislead us and their customers.

The last time Asconn was certified was in 2012, which at that time allowed for certification for four years. (The certification period has since been shortened by the board of directors to two years.) They therefore received a certificate that was valid until September 2016. That was the last time they were legitimately certified.

Then they provided us with an altered certificate. The certificate appears to indeed be their original certificate, but with the dates adjusted so the expiration date is September 2020.

Since this abuse has been ongoing since the correct expiration date, Asconn has agreed to pay for recertification for the entire period and a penalty for every incident of misuse. I applaud Asconn for their

compliance and willingness to be forthright about their mistakes. As a result, we reduced the penalties. They have yet to pay these fees, but we believe that is most likely due to the problems China is currently, and unfortunately, experiencing.

This misuse of our logos and certificates must stop, and this will be the year that we go after the companies that cheat. Make sure your certification is up to date. If you are a reseller of certified cartridges, this is how to make sure your supplier is legitimately certified:

1. Check for the company's name on the list of certified companies on our website (<https://i-itc.org/companies.php>.)
2. If the company is not on the list, you can still verify the number (a four-digit number) on the label with STMC Coordinator at katie@i-itc.org.
3. Start watching our (new!) website for the names of people that are or have misused our logo.

If you suspect someone is using our logo inappropriately, PLEASE contact Katie. The Int'l ITC fights for the industry every day, and STMC certification helps us accomplish that. Please help us police this important program. ■

Judge has served as the executive director of the International Imaging Technology Council, a not-for-profit trade association serving imaging supplies remanufacturers and dealers, for 20 years. Judge was the executive editor of Recharger magazine. A lawyer for 30 years, Judge also has litigation experience. Judge's work has been published in Recharger, and several other industry magazines, and has won critical acclaim for her writing and industry advocacy. She has assisted in the preparation of six friend-of-the-court briefs. Judge has presented the position of the industry to the International Trade Commission. She can be contacted by email at <tricia@i-itc.org>



David Gibbons

Reuse - It's the better way to recycle

Let's be planting more trees than we harvest.

Back in 2004, as the executive officer of the Australian Printer Cartridge Association (ACRA), I made a television advertisement featuring Australian sporting legend Mark Waugh (pictured). Waugh is regarded as one of the best slip fielders ever to play cricket and held the world record for most test catches by a non-wicketkeeper—a record he held onto until 2009.

At the time, Cartridges-4-PlanetArk (C4PA) was successfully capturing hundreds of thousands of empty printer cartridges and having them pulverised and recycled into other products. The printer OEMs paid for this recycling process and it was a very effective strategy, on their part, to take much-needed empties out of the hands of cartridge remanufacturers.

It is true that C4PA was rescuing many empties that would have ended up in landfills. There is no doubt that this environmentally-friendly brand was doing a good thing for the environment.

However, my ACRA members were asking C4PA to give or sell the collected cartridges to them for reuse. A plea that

fell on deaf ears at C4PA. However, the TV commercial stirred up a lot of angst between me, as head of ACRA, and the boss of C4PA. The arguments between us spilled over into the press at the time. In the advertisement, Mark Waugh tells viewers, “Reuse, reuse, reuse. It’s the better way to recycle.”

As a charitable message, the TV commercial was played at no cost in popularly watched segments including the nightly news across Australia. I’m sure it was a thorn in the side of the OEMs and C4PA at the time.

Reuse is a better way to recycle. As a cartridge remanufacturer myself, I printed out fliers to hand to potential customers at computer trade fairs saying they could reuse their own printer cartridges instead of throwing them away. They could have them remanufactured. It was good for the environment ... and could save them money too.

Many of my customers told me they liked the environmental benefits remanufacturing brought them. Deep down, I always thought it was because

they could save money, but I am sure the “reuse” message wrapped it all up as a must-do package for them.

Those were the good old days when remanufactured cartridges could be sold for 20 percent less than the OEM price. Some say the golden era for the aftermarket has come and gone. But one thing has not changed—we still need to take care of our planet and the better management of IT resources including printer cartridges can play a significant role in saving our planet for future generations.

Let’s be planting more trees than we harvest, ridding our oceans of plastic wastes, becoming less dependent on fossil fuels and reusing more of our waste before we discard it at the nearest rubbish dump. Yes, the act of remanufacturing cannot be argued against. ■

David Gibbons is the publisher of this magazine and is a director of RT Media Ltd. You can watch Gibbons share this message on InTouch TV.



Scene



Australian cricket legend Mark Waugh (pictured) holds up a toner cartridge and an inkjet cartridge as he addresses the camera. “Underneath me is an old rubbish dump, full of thousands of empty printer cartridges like these. Over 20 million of these get thrown away each year in Australia, and this is where they can end up. Give them instead to a remanufacturer who will reuse them. Reuse ...reuse ... reuse. It’s the better way to recycle.”

Child bowls a ball to Waugh and bowls him out. Child turns to the camera and yells excitedly: “Howzat (Australian slang for how’s that)!”

Watch the TV advertisement: <http://bit.ly/ACRATV>

Gustavo Molinatti



Key Trends for the Latin Aftermarket in 2020

There are prospects for growth, particularly for those involved in the inkjet market where the transition to ink tanks is driving a favorable trend.

In order to explain the aftermarket trends in Latin America, we must evaluate what is happening among the OEMs and the impact of the U.S. and Chinese trade relations.

Many South American countries also experienced turbulence during 2019. Without question, the socio-political process has contributed to the complex maturation of the market which includes OEM activity and the trade wars. Combined,

they have caused an uncertainty that has been reflected in a slowdown in general sales and the decrease in the size of several market segments, including that of laser printers throughout the region.

This slowdown not only impacted the office printer and supplies industry (hardware and consumables) but also other business sectors which use technology. Many of the purchase decisions for the replacement of printers has been postponed, pending an improvement in economic predictability. The high volatility in many local currencies has also had a negative impact on the profitability of business owners in the sector.

Certainly, the market percentages, that show distorted values of the last quarter of 2019 when compared to those of the same period in 2018, could be misleading for those industry analysts or investors with interests in the region. It can be confusing unless you know the details and the reasons behind what has



happened. For example, the laser printer segment in Mexico in 2019 saw 288,000 units placed into the market during the first three quarters of the year. If you compare that with the 480,000 units that were sold during the same period in 2009, it means that 2019 was only at 60 percent of its strength a decade earlier.

Fortunately, this altered scenario is beginning to normalize, especially in the largest Latin economies such as Mexico, Brazil, Colombia and Argentina, which will drive a revival in sales, modifying many of the flat or negative values of recent months.

There are also growth prospects, particularly for those involved in the inkjet market where the transition to ink tanks is driving a favorable trend. In 2018, a higher volume of ink cartridges was sold and it is estimated growth continued at 4.8 percent during 2019.

Some consultants identified the three key trends in the printing market. The transition from single-function devices

to multifunctional devices has been taking place for a while. However, laser printers have also seen a migration in terms of printing speed, with a market demanding machines that are faster and, of course, providing a good cost-benefit ratio. And finally, the introduction of printers with an ink tank has continued with great momentum, positioning itself among the favorites in the Latin region.

It sounds almost futuristic, but it is a reality: we are already in 2020. All of us who make up the RT ImagingWorld and the Guia del Reciclador team feel a great enthusiasm that opportunities in Latin America still exist. The region has true economic power, it is home to more than 620 million people. In July we will launch an unprecedented project for the Latin aftermarket industry by providing three back-to-back events in three countries in South America. These are unprecedented events that promise to convene the largest business owners in the region along with leading global manufacturers of printing, copying and other related businesses. ■

*Molinatti holds a degree in architecture from the University of Buenos Aires, Argentina. As publisher of *Guía del Reciclador*—a Spanish language trade magazine first published in 2002 for the Latin American printer cartridge aftermarket—he has organized more than 20 technical and MPS training events in several countries including Brazil, Argentina, Colombia, Venezuela, Chile & Perú. For more information please contact info@guiadelreciclador.com or visit www.blogdeldelreciclador.com*



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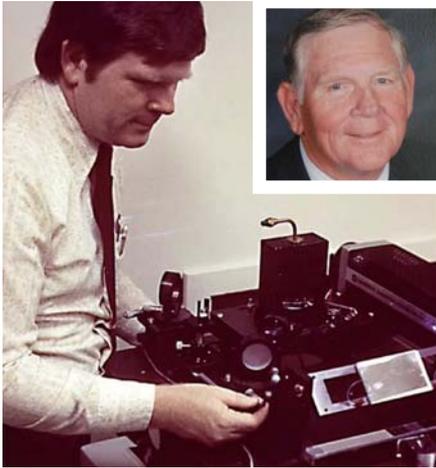
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DID YOU KNOW?



Gary Starkweather, who invented the laser printer in defiance of his corporate boss at Xerox, died on December 26 in Orlando. He was 81. Starkweather made it possible for all of us in our homes and offices to print directly from a computer.

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BERTO'S LAST LAUGH



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