

Research Summary

[2011: Flash Report of Great East Japan Earthquake]

The damage situation of
electrophotographic industry
and a change in market

=The current supply situation of manufacturers of hardware, components,
toner, drums, cartridges, toner materials, photoconductor materials =



April 2011
DATA SUPPLY INC.

<Outline of the survey>

I. Theme of the Research

2011: Flash Report of Great East Japan Earthquake

The damage situation of electrophotographic industry and a change in market.

The current supply situation of manufacturers of hardware, components, toner, drums, cartridges, toner materials, photoconductor materials

II. Purpose of the Research

In March 11th, 2011 the eastern Japan was hit by the Great East Japan Earthquake. This was followed by radiation leakage from Fukushima No. 1 nuclear power plant. These devastations caused a huge damage on Japanese industries.

We have investigated the aftermath of the industry of copier, printer and facsimile and related industries based on the supply chain system. We also clarify the extent of damage of each plant, resumption schedule, introduction, adoption and assessment of alternative materials as well as the cause of hardware shipment. This report is to forecast the hardware industry after the earthquake.

III. The survey article and the source

1. Subject of Items

- 1) copiers (MFP)
- 2) laser, LED printer/facsimile
- 3) toner
- 4) photoconductor
- 5) materials: charge roller, magnetic roller, non-magnetic develop roller, toner adder roller, transfer roller, intermediate transfer belt, heat roller, fuser belt, pressure roller, pressure belt, cleaning blade, paper feeder roller, transporting roller, doctor blade.
- 6) other related components: semiconductor laser, polygon mirror

2. Subject of survey

- 1) hardware manufacturers
- 2) toner manufacturers
- 3) toner related (binder, carrier, pigment, CCA and others) manufacturers
- 4) photoconductor manufacturers
- 5) photoconductor core manufacturers
- 6) core processing manufacturers
- 7) photoconductor coating material manufacturers
- 8) component manufacturers

IV. Market Coverage and Research Methods

1. Coverage: Current. Regional coverage is worldwide.

2. Method:

*Direct personal interview with executives of companies in the industry.

*Study and analysis of data, statistics and references.

*Using the database of Data Supply Inc.

V. Research Form and Period

1. Research Form: General report
2. Research Program Duration: April, 2011
3. Release Date: April 27, 2011 Japanese version)
4. Report Format: PDF format
5. Price: ¥95,000 or US\$1,000

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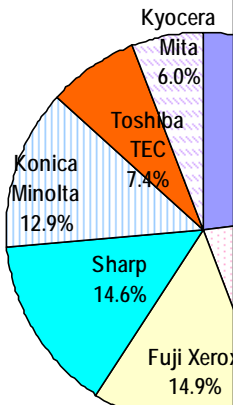
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I. Overall market trend

1. Primary plan and revised forecast of copier (MFP) production in 2011

Unit: 10,000 units

	Primary Plan of 2011		Revised Forecast in 2011 example 1		Revised Forecast in 2011 example 2	
	%	index	%	index	%	index
Canon	93					
Ricoh	85					
Fuji Xerox	60					
Sharp	59					
Konica Minolta	52					
Toshiba TEC	30					
Kyocera Mita	24					
Total	405					



Primary plan of copier production in 2011

The worldwide production of copiers in 2011 was expected to reach 405 million units. Most manufacturers and other companies

II. Supply chain of individual manufacturers

[1] Company A

