

Monthly Confidential Report  
(Published at the end of each month)

Summary

# *MONTHLY* ELECTROPHOTOGRAPHY

- Comprehensive Research and Analysis of PPCs, Laser/LED Printers,  
Toner, Resin, Photoconductor, Rollers and Related Components of  
Electrophotography -

**2021. 2**



Pantum India (A4/Color) CP1100



HP Europe (A4/Monochrome) LaserJet Enterprise M406dn



Canon (A3+/Color) imagePRESS C170



Sharp US (A4/Monochrome) MX-B467F



Market Research of Japan, China, USA, and Europe  
**Data Supply Inc.**

Sample Page  
Excerpt from "Other News"

■ Other News ■

O – Toner – Ricoh – 1

On February 3, Ricoh announced the availability of RICOH Pro Toner Gold C7200 and RICOH Pro Toner Silver C7200 (price: 52,500 yen without tax), the upgraded special toner for RICOH Pro C7210S/C7200S color production printers.



Sample Page  
Excerpt from "Follow Up"

■ Follow Up ■

F – Color MFP (A3+) – Konica Minolta – 1

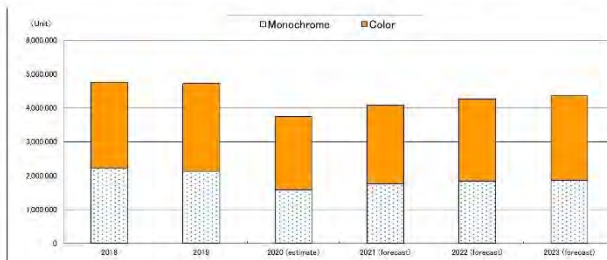
Konica Minolta's fastest color MFP was first released in August 2020 as the i-series (second-generation bizhub). The shipment volume has been struggling.

Model	Speed (ppm)	Sales Period	Worldwide Shipment Volume (unit)		
			Japan	Overseas	Total
bizhub C750i/C750i Premium	C	2020.8-2020.9			

Sample Page  
Excerpt from "Featured Article – Worldwide Shipment Trend of Copier/MFP"

1. Overall shipment trend of copier/MFP  
1) Worldwide shipment volume

	2018	2019	2020 (est.)	2021 (forecast)	2022 (forecast)	2023 (forecast)
Worldwide	2,217,933	2,129,550	1,585,115	1,734,136	1,836,890	1,965,193
%	100.0	96.0	71.4	78.3	84.2	88.7
Color	2,346,156	2,298,859	2,128,065	2,124,195	2,129,390	2,190,665
%	106.2	103.6	134.2	122.3	115.8	111.4
Total	4,784,089	4,720,389	3,712,175	3,618,380	3,995,270	4,385,550
%	100.0	98.5	77.6	75.7	83.5	87.5



Shipment volume of copier/MFP has shifted at around 4.7 million units per year for the past several years, but in 2020, when the COVID-19 disaster struck, business negotiations were suspended in Europe and the U.S. from around March to June, and machine installations did not proceed as planned. As a result, **shipments of MFP in 2020 fell to 79.3% from the previous year, or approximately 3.74 million units (monochrome MFP: around 1.58 million units; color MFP: around 2.16 million units), a major drop of nearly one million units from the previous year.**

The MFP industry had already been faced by the paperless practices, and it was hit hard by the spreading teleworking style. Yet, **demand has been recovering faster than expected since the second half of 2020 into the first half of 2021**, now indicating the strength of the MFP business foundation. It remains to be seen whether the market will recover to the pre-COVID-19 level in the future, but demand will at least be maintained to a certain level for a while, suggesting the market is not likely to shrink all at once.

Despite this however, there is no doubt that the print demand in the entire industry has hit the peak, and **a shift to a service-oriented business structure away from printing, as well as a transformation of the industry structure driven by corporate restructuring are inevitable.**

\*The MFP numbers shown above are copier-based MFP only. Low-priced printer-based MFP is not included. The same applies to the following pages.

<Product Overview>

This is the second-generation fastest i-series (C: 70ppm) bizhub C750i Premium controller to accommodate product features including security, easy-to-use cloud functions such as a wide output options, and mobile meet the flagship machine offer a wide range of command keys (voice guidance multi-function finisher or prevent malfunctions.

In addition, unique service virus scan are available. The price starts at 3.9 million.

<Unit Sales>

The i-series consists of Premium were launched in sold in Japan now).

As shown above, the shipment in Japan.

The new material magenta design. According to ensure manufacturer whether

Sample Page  
Excerpt from "Other News"

O – Finance – Xerox Corporation/Lexmark – 1

On February 17, Xerox Corporation (Xerox) announced that it has signed with Lexmark as the first original equipment maker client for its new financing business, Xerox Financial Services (XFS). XFS finances not only Xerox but also third-party workplace technology needs and will provide financing for Lexmark Managed Print Services (MPS).

XFS has a decades-long record of financing Xerox equipment and services and will expand

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XFS will  
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Sample Page  
Excerpt from "Newly Released"  
(Office – India)

N – Color Printer (A4) – Pantum India – 1

Model	CP1100			
Price	n/a (estimated at 40,000-50,000 yen)			
Release date	February 2021			
Size	A4			
Speed	18ppm in color and monochrome (A4)			
Function (*is optional)	Copy	Printer	FAX	Scanner
	×	○	×	×
Sales target	n/a			



CP1100

[Product lineup and details]

	CP1100
Speed	18ppm in color and monochrome (A4)
Resolution	600×600dpi (option): 1200×600dpi (max.)

First Print Time
Paper Size
Paper Capacity
Paper Output
Memory
Dimensions (W)
Weight

[Engine]

Charging
Exposure
Developing
Transfer/Intern transfer

[Toner/Photoconductor]

Toner
Photoconductor

[Product features]

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aimed at expand  
and North Amer

Sample Page  
Excerpt from "Newly Released"  
(Professional – Japan)

N – Color Production Printer (A3+) – Canon – 1

Product name	imagePRESS C170			
Price	4.2 million yen			
Release Date	February 10, 2021			
Size	A3+			
Speed	70ppm in color and 80ppm in monochrome (A4)			
Function (*is optional)	Copy	Printer	FAX	Scanner
	○	○	*	○
Sales Target	2,000-3,000 units/year worldwide (estimated by Data Supply Inc.)			
New/Replacement/ Other/OEM	Other			
Target User	Sales are expended to stores and regular companies that need POP ad and poster printing.			



imagePRESS C170

Model	Release Date (Y. M. D)	Price (million yen)	Speed (ppm)	Copy	Printer	FAX	Scanner
imagePRESS C170	21.2	4.2	C70/M80	○	○	*	○
"Versant 186i Press" (Fuji Xerox)	20.10	8.725	C80/M80	○	○	×	○
"RICOH Pro C5310s" (Ricoh)	20.6	6.3	C80/M80	○	○	*	○
"AccurioPress C4070" (Konica Minolta)	20.8.23	6.05	C71/M71	○	*	×	○

[Product Features]

The imagePRESS C170 has been added to the lineup as a higher-end model of the imagePRESS C165 entry-level color production printer (released in October 2019; 3.2 million yen; 65ppm in color and monochrome). The engine was adapted from the iR-ADV C7000 color MFP for office use. Compared to the C165, the print speeds have increased, and new options are available such as 100-sheet stapling, up to 25-sheet saddle stitching, outer tri-fold, and four-fold, which were only available for higher-end production printers before. It also supports long paper up to 1,300mm that delivers a variety of print results.

[Marketability]

Canon sells the C165 (3.2 million yen) launched in October 2019, a big hit machine selling more than 1,000 units per month. The featured C170 is the same 100V model (4.2 million yen) as the C165 and is positioned as a sister model. This helps to acquire a wide range of users, and the shipment volume could possibly reach 2,000-3,000 units per year. It also has an optional fax function to even include in-house print rooms as a potential target user. The print speeds are almost the same as the C710 and C810, but they are 200V machines with a different user base from the featured model.

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**February 2021**


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**■ Featured Article ■**

<b>Featured Article – Worldwide Shipment Trend of Copier/MFP</b> .....	1
1. Overall shipment trend of copier/MFP .....	2
1) Worldwide shipment volume   2) Shipment volume by size	
3) Shipment volume by region   4) Shipment volume by speed (2020)	
2. Market share by engine maker (2020 → 2023) .....	7
1) A3+A4   2) A3   3) A4	
3. Overview of each company .....	10
[1] Canon   [2] Ricoh   [3] Fuji Xerox   [4] Konica Minolta   [5] Sharp	
[6] Kyocera Document Solutions   [7] Toshiba TEC   [8] HP Printing Korea	
[9] Xerox Corporation   [10] Others	

**■ Follow Up ■**

F – Color MFP (A3+) – Konica Minolta – 1 .....	15
(bizhub C750i/C750i Premium)	
F – Color MFP (A3+) – Kyocera Document Solutions – 1 .....	16
(TASKalfa 7353ci/8353ci)	
F – Color MFP (A3) – OKI Data – 1 .....	17
(ES9476 MFP)	
F – Color MFP (A3+) – Toshiba TEC – 1 .....	18
(e-STUDIO 7516AC/ACT/ACTG)	

**■ Newly Released ■**
**<Office – Japan>**

N – Monochrome Printer (A3) – Seiko Epson – 1 .....	19
(LP-S4290 series/S3590 series/S3290 series/S2290)	

**<Professional – Japan>**

N – Color Production Printer (A3+) – Canon – 1 .....	23
(imagePRESS C170)	

**<Office – North America>**

N – Monochrome MFP / Printer (A4) – Sharp US – 1 .....	26
(MX-B467F/B467P/B427W/B427PW)	

**<Office – Europe>**

N – Monochrome MFP / Printer (A4) – Konica Minolta Europe – 1 .....	29
(bizhub 4750i/4700i/4050i)	
N – Monochrome Printer / MFP (A4) – HP Europe – 1 .....	32
(HP LaserJet Enterprise M406dn/MFP M430f)	

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**<Office – India>**

N – Color Printer (A4) – Pantum India – 1 .....	3 5
(CP1100)	

N – Monochrome Printer (A4) – Pantum India – 2 .....	3 6
(BP5100DN)	

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**■ Production News ■**

P – Photoconductor – Canon – 1 .....	3 7
(Canon's productions of photoconductors on a clear downward trend)	

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**■ Other News ■**

O – Toner – Ricoh – 1 .....	3 8
(Ricoh announces the availability of gold and silver toner)	

O – Remanufactured Toner Cartridge – LASERTECH – 1 .....	3 9
(LASERTECH files for bankruptcy)	

O – Color Printer – OKI Data – 2 .....	4 0
(OKI Data to discontinue six models of A4 color LED printer/MFP)	

O – Remanufactured MFP – Canon – 2 .....	4 1
(Canon announces the latest additions to its line of remanufactured devices)	

O – Industrial Inkjet – Konica Minolta – 1 .....	4 2
(Konica Minolta launches PKG-675i digital inkjet printer for corrugated packaging)	

O – Industrial Inkjet – Ricoh – 2 .....	4 3
(Ricoh launches RICOH Pro VC40000 for the transactional market)	

O – M&A – Xerox Corporation/CareAR – 1 .....	4 5
(Xerox Corporation acquires CareAR)	

O – Finance – Xerox Corporation/Lexmark – 1 .....	4 6
(Xerox Corp. to provide financing for Lexmark's MPS)	

O – Financial Results – Copier/Printer Maker – 1 .....	4 7
(Japanese copier/printer companies announce earnings forecasts for FY2020)	

O – Industry-related News – Individual Manufacturers – 2 .....	5 8
(Fuji Xerox adopts e-SOL's real-time OS for three new MFP/printer models / SCREEN GA prints catalogs through just-in-time production / Konica Minolta adds auto inspection unit for one-to-one printing to professional digital press / Canon launches new units for production printers / Xerox announces organizational changes / Ninestar makes Pantum a wholly owned subsidiary / Elean's upgraded subscription service / Elephantech begins mass production of FPC at a large demonstration site)	