

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. 8



Xerox Europe (A4/Color) C235 Colour Multifunction Printer



G&G China (A4/Monochrome) L2550DW



Sharp (A3+/Monochrome) MX-M1206



Kyocera Document Solutions  
(A3/Color) TASKalfa 7054ci



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

Sample Page  
Excerpt from "Follow Up"

F – Color Printer / MFP (A4) – Lexmark – 2

This is the actual sales record of Lexmark's A4 color printer/MFP (33ppm and 38ppm). They share the same print engine except for varied speeds. They are sold worldwide as printer/MFP models except in Japan. Their monthly sales volume is slightly declining.

Major Model	Speed (ppm)	Sales Area	Shipment Volume (K)		
			'19	'20	'21.1Q
CS521dn(SFP)/C2535dw(SFP)	33/33 (BW/Co)	China			
		N. America			
		Europe			
		Others			

MC2535dw
CX522ade
CS622de(SFP)/CX
MC2640adw

<Product Overview>  
Lexmark's 33ppm printer/MFP are sold worldwide. They come in various types, printer or MFP. The MFP version is making it competitive for market users. A standard, covering maximum duty cycle.

<Unit Sales>  
The series is sold (34-44%) are constant with April 2021, regardless of 2020, and about SFP.

Sample Page  
Excerpt from "Featured Article 2 – Financial Statements"

Featured Article 2 – Financial Statements

1. Overall

Copier and printer makers have announced their 1Q financial results for April-June of 2021 (which is 2Q for Canon).

<April-June financial results of 2020 and 2021>

Unit: 100 million yen

Maker		Apr.-June 2021	Apr.-June 2020	Changes	
Canon	Sales	8,819	6,733	2,086	31.0%
	Operating Profit	1,222	1,121	101	9.0%

Ricoh
Fujifilm HL
Konica Minolta
Kyocera
Sharp
Toshiba TEC
Brother Indust
OKI Electric
Seiko Epson

<April-June financial results of 2020 and 2021>

Maker
Canon (Printing)
Ricoh (Digital Services+ID+Graphic Commun)
Fujifilm (Business Innovat)
Konica Minolta (Digital Workplace Professional Print)
Kyocera (Document Solutio)
Toshiba TEC (Workplace Solutio)
Brother Industries (Printing & Solutio)
Seiko Epson (Printing solutions)

Sample Page  
Excerpt from "Featured Article 1 – MIF (MIF of MFP manufacturers)"

3. Latest MIF status of each manufacturer

3.1 Canon

Figure 1 shows the composition of Canon's 2020 MIF category. The monochrome printer accounts for 78% and the color printer accounts for 17%. The MFP, the source of revenue, accounts for a low 5% of the combined total of both color and monochrome devices. In addition, most of its printers are OEM products for HP, and they are in a market in which many non-genuine toner makers exist. As a result, as shown in the following figure, regardless of Canon's high-number MIF, its profitability is not necessarily solid.

Figure 2 shows the MIF trends from 2016 to 2020.

Figure 1: Canon's MIF composition (2020)

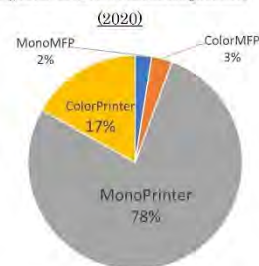
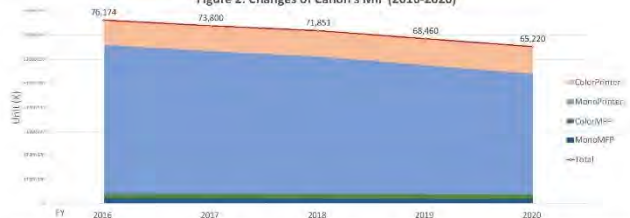


Figure 2: Changes of Canon's MIF (2016-2020)





Sample Page  
Excerpt from "Other News"

■ Other News ■  
O – Office Inkjet – IIP – 1

HP has announced that it will end the sale of its PageWide series office inkjet machines (A3 and A4) said multiple US media outlets. The company plans to focus on its laser machines in the office product market, while it will continue user support (including parts and consumables supply) for the series for the next five years.

The PageWide series technology was announced in 2012, followed by its sales in 2016, touting the highest energy efficiency, fastest printing speeds, and low operating costs. It

drew attention from manufacturers. Of the PageWide was Canon engines at technology, and the company's long-term abruptly.

HP cites there manufacturing cost PageWide technology cumulative 1.3 million years since the launch disadvantage, have

HP said it will continue and industrial printing separately uses Canon for low-speed A4 and engines in the com

Sample Page  
Excerpt from "Other News"

O – Laser Printer – CUMTENN – 1

On August 1, CUMTENN of China released a total of 20 series of laser printers and MFPs. The series features CUMTENN's built-in SOC (System on Chip), as well as its original patented paper transporting system. Everything including the hardware and software has been independently developed by CUMTENN, yet it supports different systems available in the country.

In addition to printers for general users, CUMTENN also offers a lineup with enhanced security features such as embedded barcodes, encryption of information, and ID authentication. A wide range of identity verification functions, as well as the storage system of confidential information are offered to meet information security needs of governments and companies.

Zhou Chaojun, chief with domestic com market.

The company has (English name is



<Laser

\*Source: CUMTENN

Sample Page  
Excerpt from "Newly Released"  
(Office – Europe)

N – Color Printer / MFP (A4) – Xerox Europe – 1

Product name	C230 Colour Printer/ C235 Colour Multifunction Printer			
Price	£ 253/ £ 341			
Release Date	July 2021			
Size	A4			
Speed	22ppm in color and monochrome (A4)			
Function (*is optional)	Copy	Printer	FAX	Scanner
	Please see the table below.			
Sales Target	10,000 units/year in Europe (estimated by Data Supply Inc.)			
New/Replacement/ Other/OEM	Replacement and supplied as OEM			
Target User	Small-medium businesses			



C235 Colour Multifunction Printer

Model	Release Date (Y. M. D)	Price	Speed (ppm)	
C230 Colour Printer	21.7	£ 253	C22/M22	
[Competing Model]	"HP Color LaserJet Pro M255dw" (HP)	19.11	£ 299.99	C21/M21
	"HL-L3230CDW" (Brother Industries)	18.9	\$249.99	C21/M21
	"ECOSYS P3021cdw" (Kyocera DS)	16.11	\$318	C21/M21
	"RICOH P C301W" (Ricoh)	19.8	\$445	C25/M25

Model	Release Date (Y. M. D)	Price	Speed (ppm)	Copy	Printer	FAX	Scanner
C235 Colour Multifunction Printer	21.7	£ 341	C22/M22	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Competing Model]	"Color LaserJet Pro MFP M283fdw" (HP)	19.12	£ 364.99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	"MFC-L3770CDW" (Brother Industries)	18.9	\$399.99	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	"Color imageCLASS MF612Cdw" (Canon)	19.3	\$346	C22/M22	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

[Product Features]

They succeed Phaser 6022 (Printer/WorkCentre 6027 (MFP) released in February 2015 (\$279/\$429: 18ppm in color and monochrome). Their predecessors were powered by the former Fuji Xerox engine, but the latest lineup is the first OEM from Lexmark for Xerox. The print speed has increased by 4ppm, and they are low-end color machines suitable for remote workers and small to medium offices.

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**August 2021**


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**■ Newly Released ■**

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