

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. 11



Ricoh (A4/Color) RICOH P C200SFL



FUJIFILM Business Innovation China (A3/Monochrome) Apeos 2350 NDA



Sharp China (A3/Color) MX-C2622R



Muratec (A3/Monochrome) MFX-5187



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

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

■ Newly Released ■

N – Color Printer/MFP (A4) – Ricoh – 3

Product name	RICOH P C200L/C200SFL			
Price	Open price			
Release Date	November 15, 2021			
Size	A4			
Speed	24ppm in color and monochrome (A4)			
Function (*is optional)	Copy	Printer	FAX	Scanner
Sales Target				
New/Replacement/Other/OEM				
Target User				



Sample Page
Excerpt from "Follow Up"

F – Monochrome Printer (A4) – HP – 3

This is the actual sales result of HP's A4 monochrome printers (11-20ppm) sold worldwide except in Japan. Sales are dropping severely in 2021 mainly due to semiconductor shortages.

Main Model	Speed (ppm)	Sales Area	Shipment Volume (K)		
			'19	'20	21.1-2Q
LaserJet 1020 Plus	14(BW)	China			
		Others			
Sub total					
LaserJet Pro M15w/M15a LaserJet Pro M12/M12w/M12a LaserJet Pro P1108/1106	18(BW)	N. America			
		Europe			
		China			
		Others			
Sub total					
LaserJet Pro M16a/M17w/M17a	20(BW)	China			
		Others			

Sample Page
Excerpt from "Featured Article – FESPA 2021"

■ Featured Article ■

Featured Article – FESPA 2021

FESPA 2021 (officially called: FESPA Global Print Expo 2021) was held in Amsterdam, the Netherlands for four days from October 12 (Tuesday) to 15 (Friday).



<RAI Amsterdam Convention Center>

FESPA Global Print Expo is the largest exhibition of the wide-format printer industry, which is held annually in Germany or other European countries. Started as an exhibition for the signage industry, the event has recently expanded to

include machines for the textile and packaging markets. It was also the first in two years since FESPA 2020 scheduled in Madrid, Spain, which was cancelled due to the coronavirus pandemic. The latest trade show was held under the message of "Bringing Colour Back" from an unprecedented 18-month hardship.

The cover story of the month will report major makers' exhibits at the show. The on-site report was provided by our partner company, i4 inkjet Ltd, based in Ireland.



<Main image of FESPA 2021>

Model	RICOH P C200L
Category	"Satera L1BP622" "HL-L3230CDW" "Brother Industr" "ECOSYS P5026"
Model	RICOH P C200SFL
Category	"Satera MF644C" "MPC-L3770GDW" "Brother Industr" "ECOSYS M5526"

[Product Features]
The RICOH P C200L (monochrome) released in Lexmark's engine for the

[Marketability]
They replace the previous. After that, it was then a pandemic spread and the faster print speeds and 12,000 units a year, also in Asia and Europe.

<Product Overview>
HP's A4 monochrome engine and HP ranges: 14ppm, 20ppm. All Canon the same specs, use and small-size minimal to be printed. The basic content available by software (mobile use).

<Unit Sales>
Canon's engine pandemic. Engine it was discontinued engines are increasing range overlaps the total volume in remote work our own calculation product shortage these effects, the

Sample Page
Excerpt from "Other News"

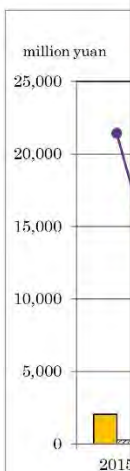
O – Financial statement – Chinese makers – 3

1. Ninestar Corporation

China's Ninestar Corporation has announced its cumulative financial results until 3Q of fiscal 2021 (January-September). Sales increased 0.8% year on year to about 15.024 billion yuan (about 255.4 billion yen at an exchange rate of 17 yen to the yuan). Net profit was up 62.5% year on year to about 674 million yuan (about 11.46 billion yen).

Its printer business and sales up 5.7% year on year up over 50% year on year (47.7 billion yen) (47.7 billion yen) billion yen). Sales increased by 37.1% year on year.

FY
Sales
Net profit
Net profit margin



Sample Page
Excerpt from "Other News"

Other News

O – OEM Supply Expansion – Lexmark – 1

Lexmark's OEM business is expanding: The A4 printer business specialist has supplied OEM products to Toshiba TEC and Konica Minolta, and it started supplying engines to Sharp in 2020. In 2021, it added new OEM users such as Xerox, Ricoh, and FUJIFILM Business Innovation and is rapidly expanding its supply to copier makers.

Behind the rapid expansion, Lexmark will concentrate its development on copier suppliers. Brother Industry Co., Ltd. is more suitable for the market. In 2020, Lexmark's OEM business expanded to Lexmark is currently expanding and other components are backed by strong OEM.

< A list of current OEM

Maker
Toshiba TEC
Konica Minolta
Sharp
Xerox
Ricoh
FUJIFILM BI

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

N – Monochrome MFP (A3) – FUJIFILM Business Innovation China – 2

Product name	Apeos 2350 NDA/2150 N			
Price	16,800/10,500 yuan			
Release Date	November 2021			
Size	A3			
Speed	2350NDA: 23ppm (A4) 2150N: 21ppm (A4)			
Function (*is optional)	Copy	Printer	FAX	Scanner
	○	○	×	○
Sales Target	100,000 units/year in China (estimated by Data Supply Inc.)			



Apeos 2350 NDA

【Product lineup and details】

	Apeos 2350 NDA	Apeos 2150 N
Speed	23ppm (A4)	21ppm (A4)
Resolution	600×600dpi	
Warm-up Time	Less than 18 seconds	
First Copy Time	6.9 seconds	7.4 seconds
Paper Size	A3/A5, 11×17"	
Paper Capacity	350 sheets (up to 850 sheets)	
Memory	512MB	256MB
Dimensions (W×D×H)	610×580×550mm	595×580×480mm
Weight	32kg	28kg

【Engine】

Charging	Roller	Fusing	Upper	Heat roller
Exposure	Laser		Lower	Pressure roller
Developing	Dual component	Cleaning	Blade	
Transfer/Intermediate transfer	Roller / None	Note		

【Toner/Photoconductor】

Toner	Maker	FUJIFILM BI	*Styrene-acrylic-based
	Method/Component	Emulsion aggregation/ Dual component	*Diameter: 6.5 μm
Photoconductor	Maker	FUJIFILM BI	*Diameter: 30 φ
	Material and Type	OPC drum	*Polar Character: Negative *Page yield: 66K

【Product features】

The Apeos 2350 NDA/2150 N are entry-level A3 monochrome MFPs that replace the DocuCentre S2110NDA/S2110N (16,800/10,500 yuan: 21ppm) released under the Fuji Xerox brand in May 2017. The higher-end 2350NDA has upgraded performance by increasing the print speed from 21ppm to 23ppm, and all models are equipped with simultaneous duplex scanning. An auto print rotation has also been added as a new feature, which automatically rotates each output for easy organization. The toner is the older-generation EA toner (styrene-acrylic-based).

November 2021

■ Featured Article ■

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[5] Canon/Canon Production Printing Netherlands B.V. (The Netherlands)	
[6] Durst Group AG (Italy) [7] INKCUPS (U.S.A.)	
[8] Roland/Roland DG Europe Holdings B.V. (Belgium)	
[9] MS Printing Solutions Srl (Italy)	
[10] HanGlory Group (China)	
[11] Shenzhen Runtianzhi Digital Equipment Co., Ltd (China)	
[12] People&Technology (Spain)	
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■ Newly Released ■

[Japan]

<Office>

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