

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. 12



FOUNDER China (A4/Monochrome) KM3302



Xerox (A4/Color) C310



FUJIFILM BI China (A0/Monochrome)
ApeosWide 6050 MF (Model-4R)



Canon (A3/Color) Satera LBP961Ci



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

Sample Page
Excerpt from "Newly Released"
(Office – North America)

N – Color Printer / MFP (A4) – Xerox – 2

Product name	Xerox C310/C315
Price	\$489.99; n/a
Release Date	December 2021
Size	A4
Speed	33ppm in color and monochrome (A4)
Function (*is optional)	Copy Printer FAX Scanner



Sales Target	
New/Replacement	
Other/OEM	
Target User	

Competing Model	"M5541e"
	"HL-L8260"
	"LBP7100"
	"ECOSYS"
	"bizhub C"

Competing Model	"MFC-L8500CDW"
	"ECOSYS"
	"MC3630"
	"SP C361"

Product Features
They replace the...
Their predecessors...
added home-use

Sample Page
Excerpt from "Follow Up"

F – Color Printer / MFP (A4) – Lexmark – 3

This is the sales result of Lexmark's A4 color printers/MFPs (21-30ppm). The basic print engine configuration remains the same, but the small-work-group lineup is being replaced by a new engine covering 24-26ppm. Their shipment volume is on a negative trend in 2021.

Major Model	Speed (ppm)	Sales Area	Shipment Volume (K)		
			'19	'20	21:1-3Q
MC3224(MFP)/C3224(SFP)	22/22	China			
CX310/317/421/MC3225(MFP)	25/25	N. America			
CS410/317/421(SFP)	24/24	Europe			
CX331/411/MC3425/3325/423(MFP)	(BW/Co)	Others			
C2325/2362/2425/3326/423(SFP)					
		Sub total			
CX410/417/510/517(MFP)	30/30	N. America			
CS410/417/510/517(SFP)	(BW/Co)	Europe			
		Others			
		Sub total			
Total(Lexmark Brand)		Quarter average			
CM2200FDN(MFP)/C2200D(SFP)	22/22	China			

<Product Overview>
Lexmark has...
for small work...
which the com...
The printers...
(common to M...
feeder and...
(upgradable t...
USB, and wir...
workgroup us...
In addition t...
simultaneous...
touch screen U

<Unit Sales>
Lexmark's of...
is beginning t...
ended the sale...
Lexmark pro...
Toshiba TEC...
earlier.
Total shipme...
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such as a new...
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Sample Page
Excerpt from "Featured Article – Review of 2021 and Outlook for 2022 of the MFP/Printer Industry"

[7] IIP ends the PageWide series office inkjet machines (August issue of 2021)

IIP has announced that it will end the sale of its PageWide series office inkjet machines (A3 and A4) by the end of 2021, reported multiple US media outlets in August. The company plans to focus on its laser machines in the office product market.

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 the launch as it could invade the laser machine market of A3 copier manufacturers.

Different from its laser machines based on Canon engines and South Korean HPPK engines, IIP's inkjet machines had its own technology, and the series was believed to be promoted as a core office product line in the company's long-term growth strategy, but IIP has decided to pull out of the business abruptly. IIP cites there is little difference between laser and inkjet technologies in terms of manufacturing costs and power consumption as a reason for ending its investment in the PageWide technology for office use. However, it is believed that sluggish sales of a cumulative 1.3 million units (of which A3 machines account for 140K units) over the five years since the launch, as well as fewer media options than laser machines, a technological disadvantage, have possibly influenced the decision.

IIP said it will continue to invest in the PageWide technology for wide-format, commercial and industrial printing fields, but its laser machines will dominate the office field.



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

N - Monochrome Printer / MFP (A4) - FOUNDER China - 1

Product name	K3301/KM3302			
Price	2,490/3,199 yuan			
Release Date	December 2021			
Size	A4			
Speed	33ppm (A4)			
Function (*is optional)	Copy	Printer	FAX	Scanner
	Please see the table below.			
Sales Target	30,000 units/year in China			



New/Replac
Other/OEM
Target User

Sample Page
Excerpt from "Other News"

O - Sale of Real Estate - Xerox - 1

Xerox will sell a portion of its land and buildings in Webster, New York, the U.S., where it produces polymerized toner and other products to Tessy Plastics (headquartered in Skaneateles, NY), a plastics processing company. The transaction is expected to close by the end of 2021.

The Webster plant covers five million square feet, of which Tessy will purchase three buildings (building number: 200, 210, and 214 covering a total of approximately 1.5 million square feet). The largest building is over 750,000 square feet. Tessy says the acquisition will complement its warehouse space and contribute to its future growth. Two of the three buildings are already vacant, and the third will be emptied by 2022.

Xerox produces products at both plants totaling 1,000 tons of pulverized toner per year. Xerox's coronavirus pandemic manufacturing recovery had a technology advantage for its MFPs supplied by Fuji Xerox.

Sample Page
Excerpt from "Other News"

■ Other News ■

O - Sale of Business - Bridgestone - 1

On December 10, Bridgestone announced that it will sell its chemical products solutions business to an investment fund Endeavor United (EU) based in Tokyo. The transfer price was not disclosed, but the company will book a loss of about 37 billion yen on the sale. The business includes the printer parts such as OA rollers.

For the transfer, Bridgestone will first establish a new company and integrate its subsidiary, the chemical products solutions business into the new entity. Then all shares of the new company will be transferred to EU Investment Partnership. The transfer is expected to be completed in August 2022, subject to regulatory approvals and other necessary closing conditions.

The global consolidated revenue of the chemical business is approximately 55.7 billion yen in 2020, and 4,038 people (as of the end of November 2021) are engaged in the business in Japan and overseas, including Bridgestone Chemitech and Bridgestone Diversified Chemical Products. After the transfer, the employees will be assigned to a new company under the umbrella of EU. The ownership of Bridgestone Precision Molding Philippines, which manufactures precision parts for office machines, will be transferred directly to the new company.

<Overview of the companies related with chemical products solutions business and their main facilities>

Company	Facilities	Location	No. of Employees ^{*)}	Operations
Bridgestone Corporation ^{*)}	Head office	Chuo-ku, Tokyo	207	Head office
	Chemical & Industrial Products Technical Center	Yokohama, Kanagawa		R&D
Bridgestone Chemitech Co., Ltd.	Head Office Nabari	Nabari, Mie	567	Manufacturing automotive seat pads, advanced chemical products, and precision components for office equipment
	Fujinomiya	Fujinomiya, Shizuoka		
	Hofu	Hofu, Yamaguchi		
	Ageo ^{*)}	Ageo, Saitama		

K3301
Competing Model
"HP L
"III-2
"RICO
"Docu

KM3302
Competing Model
"HP L
(HP)
"RICO
"Docu
(FUJ)
"PixL

Product Features
Founder K3
new model si
MFP model is
mobile printi



December 2021

■ Featured Article ■

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[1] Parts shortages	
[2] The launch of FUJIFILM Business Innovation	
[3] HP sells its Chinese production base to Foxconn	
[4] Inkjet printer makers expand subscription business	
[5] European regulations of titanium dioxide have gone into effect	
[6] Explosion at the toner plant of Konica Minolta	
[7] HP ends the PageWide series office inkjet machines	
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[9] Epson's external printhead business grows rapidly	
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(MC3224 and others)	
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(Pro C5300S and others)	

■ Newly Released ■

[Japan]

<Office>

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(Satera LBP722Ci/MF832Cdw)	

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FUJIFILM BI and GME form sales alliance in Bangladesh/Brother Industries certified as a carbon neutral company/HP announces HP Indigo digital solutions/Italiya Graphics installs first HP PageWide C500/Kyocera DS launches Kyocera Cloud Print and Scan/Sharp to install a multi-purpose copier at FamilyMart/Epson launches a new service with Epson Connect/NSG successfully develops SELFOC Lens Array "SLA 5AG" for machine vision	