

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 -

2022. 8



HP (A3/Color+Monochrome) HP LaserJet Managed E800/E700 series



HP (A4/Monochrome) LaserJet Pro MFP 4101fdw



Githon Technology China (A4/Monochrome) M200DW



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

Sample Page
Excerpt from "Follow Up"

■ Follow Up ■
F - Monochrome Printer/MFP (A4) - HPPK - 1

This is the actual sales result of HPPK's monochrome A4 machines (21-30ppm). They achieved a significant increase in sales from 2019 to 2020 despite the coronavirus pandemic. Sales have since maintained an uptrend.

Main Model	Speed (ppm)	Sales Area	Shipment Volume (unit)			
			'19	'20	'21	'22 1Q
Samsung: SL-M2077	15ppm (Mono)	Overseas				
Laser MFP 151, 133, 130, 186, 137, 185						
Laser NS MFP 1005						
Laserjet MFP M140, M14	20ppm	Overseas				
Neverstop Laser MFP 14						
Samsung: SF-780, 761, 765, M3000A, M2070, M3080, M3055						
Samsung: SL-M2027						
Laser 103, 107, 108						
Laser NS-1020, Laserjet 7						
Neverstop Laser 1000, 10						
Samsung: SL-M2010, M2020, M2027, M2027, M2029, M3080, 51						

<Product Overview>
The print engines others, as the name allows toner to be re are also simple, with model. It has a 150- and no duplex print provides scanning an host-based printing i app and WiFi Direct. Although it does no home-office-use desig wide adoption from 2

<Unit Sales>
The series is A4 m end line up (20ppm), multi-functional to b the pandemic. In 20 2020 and 2021, sale shipments in 1Q of 2 previous year. The i the printer, suggesti as 1Q of 2022 is conc

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 2022 (which is 2Q for Canon).

<Each company's April-June financial results of 2021 and 2022>

Unit: 100 million yen

Maker		Apr.-June 2022	Apr.-June 2021	Changes	
Canon	Sales	9,988	8,819	1,169	13.3%
	Operating profit	985	773	212	27.4%
Ricoh	Sales	4,593	4,248	345	8.1%
	Operating profit	96	56	40	71.4%
Fujifilm HD	Sales	6,259	5,827	432	7.4%
Konica Minolta					
Kyocera					
Sharp					
Toshiba TEC					
Brother Industries					
OKI Electric					
Seiko Epson					

<April-June financial

Maker
Canon (Printing)
Ricoh (Digital Services+Digital +Graphic Communication)
Fujifilm (Business Innovation)
Konica Minolta (Digital Workplace and Professional Print)
Kyocera (Document Solutions)
Toshiba TEC (Workplace Solutions)
Brother Industries (Printing & Solutions)
Seiko Epson (Printing solutions)

Sample Page
Excerpt from "Featured Article 1 - Industrial and Commercial Inkjet Market"

1. Overview of the industrial and commercial inkjet market

1) Overall shipment value (2018-2024)

	2018	2019	2020	2021 (estimate)	2022 (forecast)	2023 (forecast)	2024 (forecast)
Hardware machine	592,400	598,380	511,300	573,350	597,710	614,610	632,160
Ink	402,790	412,560	383,290	420,860	438,300	456,630	472,830
Others (parts, maintenance, etc.)	201,000	201,540	174,690	186,020	194,500	200,000	205,000
Total	1,196,190	1,212,480	1,069,270	1,180,230	1,230,570	1,271,240	1,309,990

Million yen

Industrial and commercial inkjet is a multifaceted concept that encompasses digital printing technologies shifting from analog printing, including indoor and outdoor wide-format printing, commercial printing, and packaging printing, as well as manufacturing and industrial production technologies such as digital textile printing, 3D printers, and printed electronics. (*Note that this article does not include the value of the 3D printer and printed electronics markets.)

The market size (total shipment value of hardware, ink, and other items from major vendors) is over one trillion yen, and despite a temporary decline caused by the pandemic, the market is seen to be expected to keep growing.

Sample Page
Excerpt from "Other News"

O - Inkjet Printer - Huawei - 1

On August 3, Huawei Technologies (Huawei), one of the world's leading telecommunications equipment manufacturers based in Shenzhen, China, **launched its first color inkjet printer, the PixLab V1**. In November 2021, Huawei entered the laser printer market by launching two A4 monochrome MFPs, the PixLab X1 (1,899 yuan; 28ppm) and the PixLab B5 (2,199 yuan; 30ppm). It has now entered the inkjet printer market, **making a full-scale entry into both the la**

The new line incorporates integration with other HU activated by holding a mob In China, inexpensive in aims to expand sales to its

Product Name	PixLab V1
Price	1,499 yuan
Release Date	August 3, 2022
Size	A4
Speed	8.5ppm in color, 4ppm in mono
Function	Copy
*is optional	<input type="checkbox"/>

【General Specification】

Resolution	Monochrome Max.: 600x600dpi
Paper Size	A4, A5, B5
Paper Capacity	100 sheets
Dimensions (W×D×H)	444×300×160mm
Weight	5.4kg

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

■ Newly Released ■

【Japan】

<Office>

N - Color Printer (A3) - Ricoh - 3

Product Name	RICOH IP C6020/C6020M		
Price	228,000 yen		
Release Date	July 28, 2022		
Size	A3		
Speed	96ppm in color and monochrome (A4)		
Function (*is optional.)	Copy	Printer	FAX
Scanner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target Sales Volume (Japan)	3,000 units/year (estimated by Data Supply Inc.)		



RICOH IP C6020

【Positioning】

<input type="checkbox"/>	New	The IP C6020 is a new model in the A3 color printer series.
<input type="checkbox"/>	Successor	Successor to the IP C6000 series (which is available in May 2022).
<input type="checkbox"/>	Other	Panel is available as an option.
<input type="checkbox"/>	Supplied as OEM	Available as an OEM product.

【Sales Target】

Target	This line is expected to grow.
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【Product Lineup and Competitors】

Model	Mo
RICOH IP C6020/C6020M	
Competing Model	"Satera LBP8510" (Seiko)
	"DocuPrint C3550" (Canon)
	"LP-S8180" (Seiko)
	"Color MultiWrite" (Ricoh)

【Marketability】

The new line succeeds the IP C6000 series as a standard, which is suitable for printing, trial printing, or to be particularly suitable for home use. Dependent on the market, the following policies are applied. Dependent on the market, the following policies are applied. Dependent on the market, the following policies are applied. Dependent on the market, the following policies are applied.

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

【China】

<Office>

N - Monochrome MFP (A4) - Githon Technology - China - 1

Product Name	M200DW		
Price	1,199 yuan		
Release Date	August 2022		
Size	A4		
Speed	26ppm (A4)		
Function (*is optional.)	Copy	Printer	FAX
Scanner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target Sales Volume (China)	240,000 units/year (estimated by Data Supply Inc.)		



M200DW

【Positioning】

<input type="checkbox"/>	New	The M200DW is an A4 monochrome MFP equipped with an internally developed engine and succeeds the M100 series available since 2019. In March 2022, the company has changed its name from "Githon" to "Githon Technology Co., Ltd.," and the new model is the first under the new "Githon" brand. The basic performance is the same as the previous series running on the company's own engine, but the Githon mobile print app with more functions is available. The company has been steadily proceeding with domestic production of printers and has succeeded in procuring about 85% of its LSUs (Laser Scanning Unit) within the country. It aims to achieve 100% domestic production in the future.
<input type="checkbox"/>	Successor	
<input type="checkbox"/>	Other	
<input type="checkbox"/>	Supplied as OEM	

【Sales Target】

Target	It is designed for SOHOs and small businesses. Home use is also expected to grow.
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【Product Lineup and Competitors】

Model	Release Date (Y. M. D)	Price (yuan)	Speed (ppm)	Copy	Printer	FAX	Scanner
M200DW	22.8	1,199	26	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competing Model	"LaserJet Pro MFP M232dw" (HP)	21.4	1,819	29	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	"DCP-7080" (Brother)	14.11	1,880	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	"M6710DW Plus" (Pantum)	n/a	1,969	30	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	"M2000" (Deli)	20.5	1,699	25	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

【Marketability】

The market of A4 monochrome laser MFP (26ppm) is mainly for small workgroups in general offices, as well as home offices for remote workers. The UI has a stylish display that blacks out when lights go off, which is suitable for home use. Sales of the previous M100 series is estimated to have sold about 200,000 units in China. The Chinese market for this class (monochrome MFP in 21-30 ppm) is extremely large with approximately 2.5-2.6 million units in scale, and sales volume could change a lot among brands. We estimate that the sales target will be 240,000 units/year, considering the new features could help increase the sales.

 August 2022

■ Featured Article ■

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[6] Brother Industries [7] Kyocera [8] Sharp [9] Toshiba TEC [10] OKI Electric	

■ Follow Up ■

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■ Newly Released ■
[Japan]
<Office>

N - Color Printer (A3) - Ricoh - 3	25
(RICOH IP C6020/C6020M)	

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N - Monochrome Printer/MFP (A4) - HP - 2	28
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O - Inkjet Wide-format MFP - Ricoh - 1	45
(Ricoh launches new inkjet full-color MFPs for A0/A1 sizes)	

O - Inkjet Printer - Ricoh - 1	46
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(Huawei launches its first inkjet printer, the PixLab V1)	

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