

Your Inkjet cartridges refilling station

I - Introduction (understand the business)

What is the concept of "recycling"?

Most of the residues around the world are crowding and polluting the earth. They are stored in specific spaces, burned or illegally dumped in the nature. In France, 90% of the consumer products end up like this.

For more than 20 years now, people are very sensitive to reducing the amount of pollution, waste and garbage.

The garbage Problem

Due to lack of environmental regulations, mostly of the wasted stuff is not recycled properly and end up polluting the earth.

Reduce, Reuse and Recycle

Today, environmental organizations and governments adopt solutions to reduce, reuse or recycling waste in order to preserve the environment. But we prefer to "reuse" rather than "recycling".

Recycling focuses on environmental and economic aspect, while the reuse (or re-machining) intervenes in changing defective parts in order to extend the life of the product.

A little history ...

Why is the cartridges remanufacturing industry existing?

The Photocopier

In 1938, a U.S. student, Chester Carlson created the first xerographic image.

In 1946, Carlson found a company to produce these electrostatic copiers. The company was Haloid and will become the famous Xerox Corporation.

Thus was created the industry ...

For financial and environmental reasons, the re-machining cartridge was put in place. It is true that some of the first cartridges were simply charged with the powder. But this method was soon replaced by a process of complete re-machining or replacing faulty components.

World wide Inkjet cartridges

In 2001, recycling has avoided potential pollution of 29.7 million toner cartridges and 136.5 million ink cartridges.

But there are still over 695 million ink and toner cartridges that are polluting our ecosystem!

Comparisons with OEMs

HP says he recycled 1.8 million ink cartridges.

This seems a step forward but does not exceed 0.2% of wasted cartridges (900 million).

Market data

According to a study by Lyra, 77% of users surveyed found the quality of recycled cartridges as good or even higher than the original OEMs cartridges (Source: Lyra Research's 2002 Survey Office).

Why are OEM firms not willing to recycle the cartridges.

Question of Money?

According to a HP, income statement from the 3 first months of the year 2002, incomes from accessories were 5.1 billion US\$. This is the equivalent of 13% of the company global income and 53% of the "printing and images" group.

In 2003, Lexmark has generated 630 millions US\$ with cartridges sales only. This is 56% of Lexmark global income.

Protect income :

OEM company manufacturer are always deploying new technologies in order to preserve the market...

Warranty Issue:

It is know that non OEM cartridges may void the printer warranty. Therefore you need to provide warranties at your sales point.

II - Basic Operation

Your company will provide excellent products and service for these customers but it is interesting to focus on the most profitable business : reloading cartridges. A key to the success of your project is to spend a lot of efforts, time and energy to collect empty cartridges. It is important in this case to have a reliable supply because mostly of the customer do not want to wait until you reload there cartridges. Customers often come with dry cartridges and have no other cartridges on hand. If you offer re-manufactured cartridges, without a special exchange program, you may lose a part of your profit margin.

Having an empty stock of cartridges is the key to success even if it is not cheap. It is also very important to educate your clients to make the best use of your services.

Your customers will:

- Put their empty cartridges in the clip that you have provided in advance. Thus the cartridge is still in good condition.
- Order their refills by 2 or 3 so they can have an immediate replacement in case of failure of ink.
- regularly order new OEM cartridges, preferably at your shop. Most cartridges can be reused 4 to 8 times. This means that by the end of its life cycle, it is better to change to a new and repeat the process again in the best conditions.

The Challenge is to find an easy way to get empties. A good advertising campaign will help you collect empties. This is a good way to introduce yourself to new customer and establish a relationship.

Although no service for laser cartridges will be available, it is very easy to collect them from these same companies. The demand for empty laser and inkjet cartridges is very high and you can even resale them to specialized companies to increase your profits. Some companies collect up to € 1000 per month just by selling these cartridges. You can also buy empties in these companies and negotiate in return of empty cartridges.

Thereafter, having developed your ink-business, you can start a laser cartridges business. It is common in this business to sale OEM as well as remanufactured cartridges. In this case you need to clearly stipulate it in your marketing campaigns

It is very important to understand the needs of your customers. As long as they uses ink cartridges, you will establish a long term relationship with them.

Clients use their printers and always need to reload or buy a new cartridge.

What will they do with their empty cartridges?

Do not try to convince them, just make a proposal and wait for their feedback

If a client is not interested to reload, try to collect his empties against a discounted new cartridge sales.

Once the relationship is established, everyone will benefit from it

Accessories and refilling machines.

The quality of your machines and accessories will make a huge difference between your business and your competitors.

Concept Mastercartridges has the best products in terms of filling machines, ink, refills, and accessories. Our ink and our accessories are known as the best in the market :, we favor quality products to enable our partners to succeed in this growing market. Our equipment sale experience in over 62 countries has proven that quality products is the key to success,

We have noticed that many companies failed due to lack of quality products

Remember that poor quality products can also damage your customer printers as well as the reputation of the recycling business

The cartridges :

This is an important aspect of your business, it will make the difference between you and your competitors. By having a accurate inventory of good cartridges you can exchange your customers cartridges against full cartridges.

This will save you working time and increase customer satisfaction.

There are several ways to implement the collection of empty cartridges. You must prospect areas such as schools, hospitals, churches, hotel, etc..

III- Conclusion:

We hope that our explanations were clear enough and are at your disposal for further assistance to any new entrepreneur wishing to embark on this new concept of guaranteed results.

We feel that this kind of business has a huge potential because the sales of printers is still increasing all around the world.

Now that you know the benefits or recycling, when it comes to buy a new printer, the first question you should ask is :

“Can I reload the cartridges?”

You're not alone: 1 million consumers know it, and they ask the same question to the dealers. So far, there have been very little opportunities to penetrate the market because printer manufacturers protect the cartridge market by filing patent and copyright on their products. That is why most manufacturers offer printers at low prices and sell their cartridges at exorbitant prices.

Every day, thousands of printers are sold in the world . The global market for ink cartridges is now several billion dollars.

With our refill printer cartridges concept, you can, also benefit from it.