

ETIRA



**serving the cartridge remanufacturing
industry in Europe**

ETIRA

- European non-profit association of European **remanufacturers** of cartridges
- Approx 50 Members: remanufacturers, and their suppliers, empties' brokers, etc
- geographical spread: 15+ European countries

Why MPS ?

No investment needed

Only 1 partner

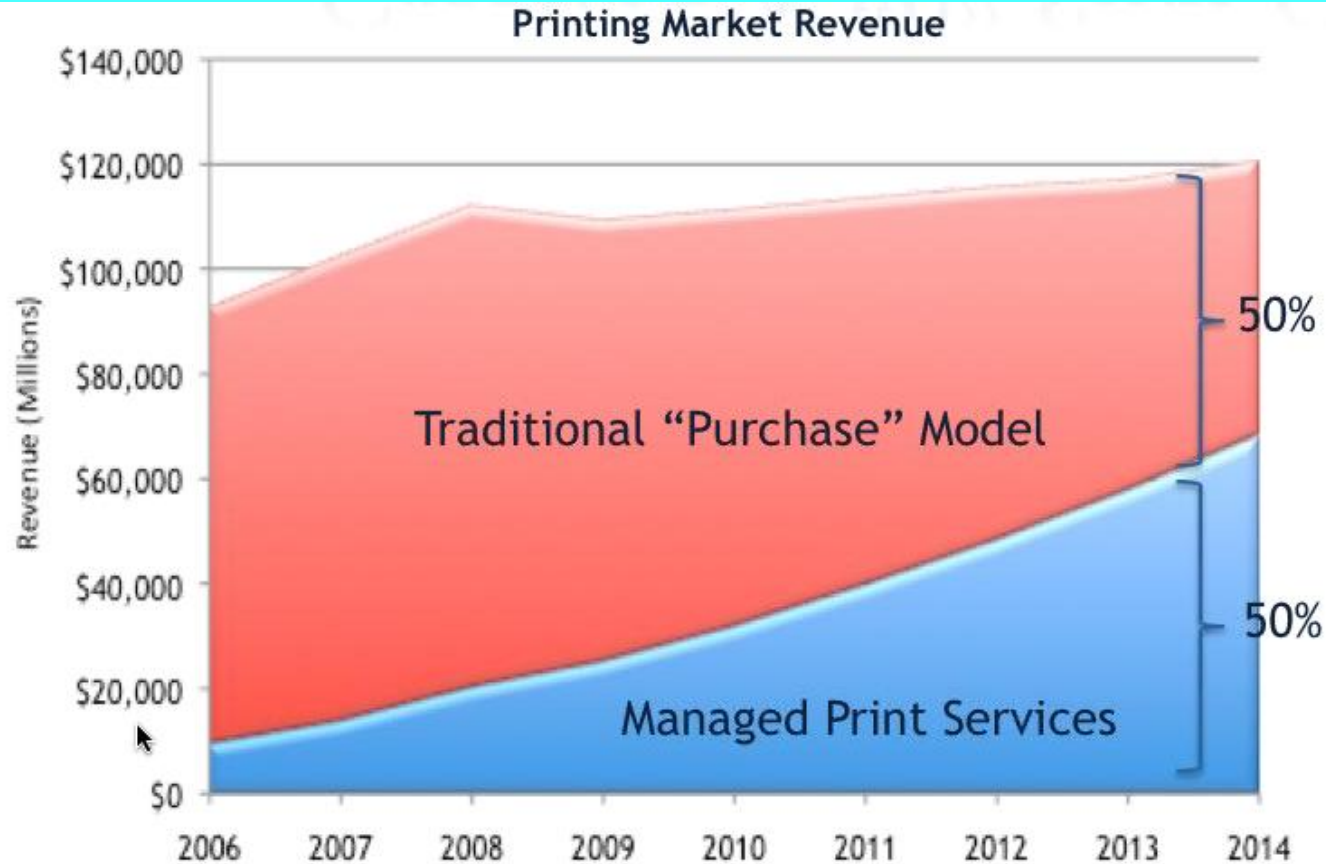
Printing cost optimization outsourced

No need to stock cartridges

No risk when printers are replaced

No purchasing staff needed

Why engage in MPS ?



Source: Photizo Group 2010 MPS Market Size, Share, and Forecast Report
MPS revenue includes HW, supplies, Services, Management & Solutions

- ◆ By end of 2013, Managed Print Services will constitute 50% of the total “Printing” revenue

Who supplies MPS services ?

- OEMs: own-brand machines and other brand machines
- Independent dealers for all major brands
- Remanufacturers

Why MPS with remanufactured instead of OEM?

- MPS is more profitable and competitive with reman's than with OEM cartridges
- Remanufacturers have less price pressures because excellent quality is needed
- Strong long-term partnership between remanufacturer and customer
- Environment-friendly: Sustainable printing !

Remanufacturers who supply MPS offer:

- Substantial resources for technical support
- High investment in R & D
- Reliable products (top print quality and yield)
- Extensive quality control
- High yield (jumbo) products

ETIRA Member firms who can supply you with an interesting MPS offer

Contact ETIRA for a list of possible
providers :

info@etira.org