ETIRA

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European Toner and Inkjet Remanufacturers Association

ACTIVITY REPORT 2021

Contents

ETIRA is the non-profit trade association for the European companies involved in state-of-the-art toner and/or inkjet remanufacturing and their business partners. Every day, remanufacturers bring the European consumers and businesses a first-class high quality product which is competitively priced and, thanks to re-using natural resources, makes a major contribution to the European environment and a cleaner world. Yearly, the industry adds an average 1,7 bn euro to the European economy, directly and indirectly provides 16,000-20,000 jobs, and prevents 300,000 m3 of waste from going to landfill. Visit **www.etira.org** for more information.

From The President

I hope you are all well and keeping safe, because when good health is missing, the rest becomes way more relative.

2020 will be remembered as a "tipping year". We all know and suffer, as being the most difficult year ever for many of us .

We have been "made aware" of how sensitive the economic system is, and how severely can be altered by a health crisis, yet more and more people have growing concerns that an "Ecological Crisis" may be just knocking on our door.

We have seen how "globalization" also means that things now happen at a much faster speed.

ETIRA leaded the fierce fight to represent its members' interest, as we stand for cartridges as a "flagship example" of circularity, sadly challenged by an anti-circular approach of the OEM's and non-compliant Single Use Cartridges (SUC's).

Though there is a lot of polite political "intentions", we will continue our efforts to "make it happen" and continuously call for true determination .

I would like to thank and acknowledge the tremendous hard work and effort of the Board of Directors and our Secretary -General Vincent, who work together in committees and working groups, to try and tackle the important topics affecting our industry.

I take this opportunity to send out a very clear message: on reuse, we are closer than ever to get a legal frame that truly pushes forward the reuse of cartridges, as Member States have given the EU Commission a clear mandate to set very high cartridge remanufacturing targets.

Thank you for your interest in cartridge remanufacturing, and in ETIRA. Don't hesitate to talk to us anytime you want: info@etira.org.

Javier Martinez

President of ETIRA
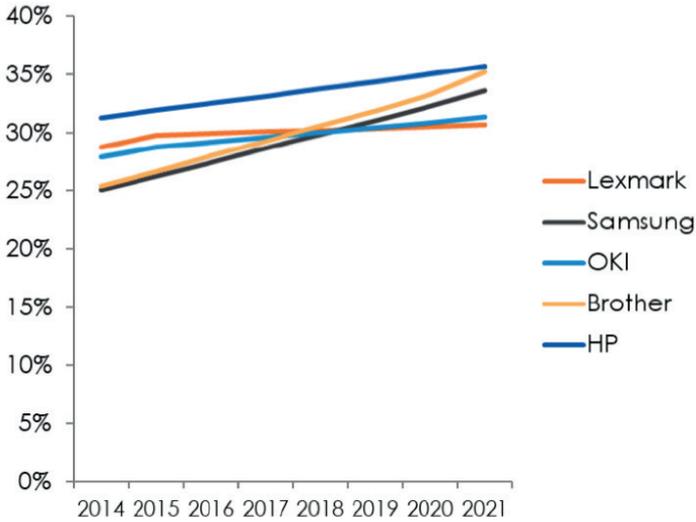Castelldefels, Espana, December 2020
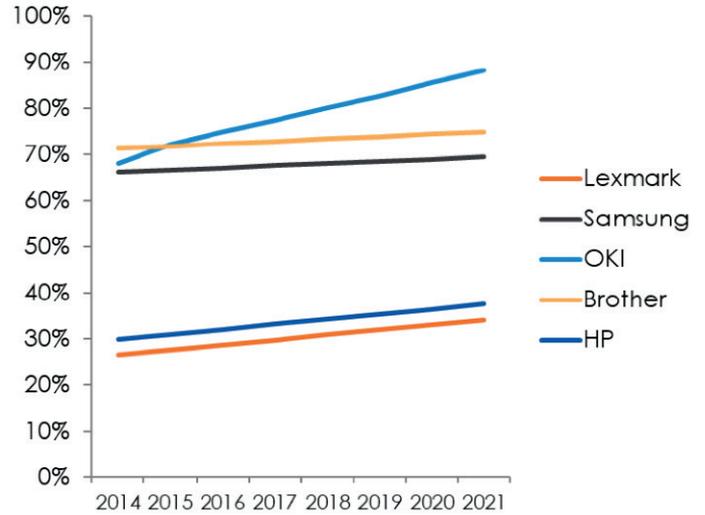
General Market Developments

The market in remanufactured cartridges shows a decline in sales volumes across most countries. Like in the previous years, market conditions remained very challenging for the independent 3rd party remanufacturers of OEM cartridges.

Western Europe B&W Laser Cartridges

Aftermarket share of Units
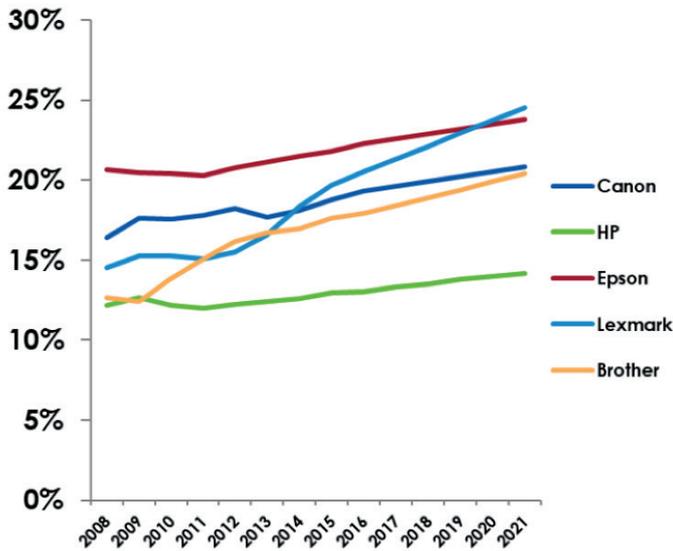

NBC/Clone Share of Aftermarket

Source: Keypoint Intelligence/ InfoTrends
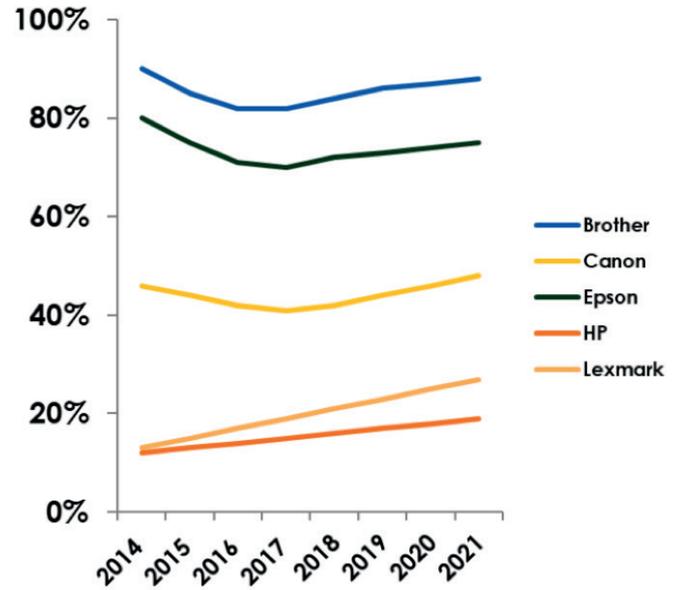
General Market Developments

W. European Inkjet Cartridges

Aftermarket share of Units

NBC/Clone Share of Aftermarket

Source: Keypoint Intelligence/ InfoTrends

Data show that the remanufactured OEM cartridge market is squeezed between new OEM cartridges and cheap non-OEM newbuilts. Although the share of aftermarket cartridges (=remanufactured OEM and non-OEM newbuilts) has grown, this growth is largely attributable to the non-OEM newbuilts. These cartridges continue to be offered at a low price, sometimes even below the cost of an OEM-empty.

At the same time, OEM's lock in customers with low-price MPS sales programmes, reducing the availability of empties for remanufacturing.

Moreover, lower print volumes in the home and office reduce the overall market size, affecting OEM's remanufacturers and suppliers of non-OEM newbuilts alike.

Since the start of the 2020 COVID-19 pandemic, many remanufacturers across Europe have experienced reduced sales. Drop in the toner market was partially compensated by higher inkjet sales. For some remanufacturers the impact was very severe, for others it was relatively limited.

Major setbacks were the firmware updates that OEM's continue to implement, disregarding the urgent need of millions forced by Covid-19 to work from home and use their printers with non-OEM cartridges without interruption.

Legal Issues

OEM's apply a wide variety of tools to hinder the growth of our industry. Examples of the tools they use include (non-exhaustive list):

Embedded software preventing the reuse of the cartridge

Today, almost every cartridge is fitted with a kind of embedded software/clever chip. The software creates the handshake with the printer: without it, the printer does not recognize the non-OEM cartridge and will not print, or the printer gives confusing messages to the end-user.

This tendency to fit software on the cartridge is increasing. In the 1990's, OEM cartridges had no chips at all. As a result of this OEM anti-reuse strategy, it has become impossible for a growing number of cartridge models to be remanufactured by 3rd parties. The result is that end-users are reluctant to buy remanufactured cartridges as they fear that non-OEM cartridges may not work in their printer. They fear the risk, and they "do not want the hassle". Obviously, this unfounded fear is an unnecessary loss of market opportunity for remanufacturing, and creates more waste cartridges.

No eco-design: cartridges are not designed to allow reuse

Most cartridges today are not designed in a way to allow easy reuse as a cartridge. In fact, the cartridge is deliberately designed in a way that makes remanufacturing very difficult or even impossible. The best example is that in the 1990's, many cartridges only had screws to fit parts together. But since then, cartridge parts are glued together. The only reason why OEM's have changed to glue was to turn the cartridge into a single-use product, and make remanufacturing of the cartridge very hard or even impossible.

No sharing of information on how to remanufacture

OEM's do not make the information needed for remanufacturing available to customers or 3rd parties in any way. The software and clever chips which are present on every cartridge today, all have proprietary codes owned exclusively by the OEM. These are business confidential data and not publicly available. And OEM's do not offer the codes to 3rd parties under a licensing arrangement either.

Hence the remanufacturing industry must resort to reverse-engineering these codes. This is a complex technical activity, which can only be performed by specialized high-tech companies. For each cartridge model, they are forced to invest millions of euro's in decoding the respective cartridge chip, and due care must be taken not to infringe patents. The whole process may take years to complete.

Printer firmware updates locking out non-OEM cartridges

Today, many printers are connected to the printer manufacturer via the internet. Throughout the printer's lifecycle, a user receives many overnight software updates from the printer manufacturer. But often, as a side-effect of this unsolicited update, the printer no longer recognizes the non-OEM cartridge, even though it used to work perfectly fine prior to the update. As a result, remanufacturers sometimes need to replace or reset thousands of installed cartridges, or even supply a fully new remanufactured cartridge.

The need for the update is often questionable. The usual reason claimed by the OEM is "improved functionality, technical requirements, of the printer etc". But updates can always be designed in such a way that they do not lock out 3rd party remanufactured cartridges. That is why we cannot but conclude that some OEM's do these firmware updates only to discourage customers to use 3rd party remanufactured cartridges.

Limited printer functionality when non-OEM cartridges are used

Printer manufacturer increasingly add functions to the printer that are only available if you use original OEM cartridges. So doing, buyers may be reluctant to buy non-OEM cartridges for fear the printer may not work!

Legal Issues

Obliging customers to not sell remanufactured cartridges

Some OEM's oblige their customers to sell only OEM cartridges. If these distributors do not comply, OEM's will withdraw that customer's benefits and rebates. As a result, remanufacturer access to these sales channels is blocked.

Denial of honouring of warranties

A few OEM's still threaten end-users that the printer warranty is void when non-original cartridges were used in the printer. However, any obligation to only use OEM-cartridges violates EU fair competition laws, and will not stand up in court.

Closed-shop customer supply programmes

Many OEM's have sales programmes whereby they sell both the printer and the full supply of cartridges during the lifecycle of that printer (MPS). But as OEM's only offer new cartridges and do not reuse the cartridges they collect after 1st use, this sales programme also locks reuse cartridges out of the market.

Closed-shop collection programmes for used cartridges

Many OEM's have company-own collection programmes for empties. ETIRA estimates that OEM's collect only 10-15% of all cartridges they place on the market. But after collection, these empties are generally not remanufactured to be used as cartridge again, but merely recycled: they are taken apart and their materials are shredded, plastics melted, and partially used as base material to produce other products.

Several OEM's showcase their cartridge collection and recycling activities as being good for the environment. However, the environmental footprint of mere recycling is much higher than first performing several reuse cycles, followed by recycling. Hence, it is likely that the real OEM objective behind mere recycling is to reduce the number of empties available for remanufacturing!

Legal Issues

Intellectual property rights (patents) and aggressive legal actions against remanufacturers

Most OEM's have registered thousands of national and EU-wide patents on part(s) of, or on the entire cartridge, which can make (re)manufacturing that cartridge illegal. Very often, the patents concern in particular those parts of the cartridge that are subject to wear and tear, which makes it impossible to legally exchange these parts, yet is needed in order to produce a quality alternative product.

OEM patents on remanufacturing

Patents on remanufacturing are a permanent problem for our industry. Some OEMs apply for patents which merely seek to render the legitimate activity of remanufacturing OEM cartridges impossible, even when they do not remanufacture cartridges themselves. Thus, they pro-actively prevent the environment-friendly reuse of their product, only for commercial reasons.

Moreover: the European Patent Office EPO grants patents far too easily, i.e. even for ideas which were fully obvious to a person skilled in the art, or without a proper analysis of the existing prior art, etc.

Patent-infringing newbuilt cartridges from SE Asia

The EU market imports many cheap newbuilt non-OEM cartridges from SE Asia. Very often these products infringe OEM patents. Moreover, they are bad for the environment as they are neither collected nor remanufactured. Unfortunately, traders who do not care about patents, quality, or the environment, sell these products to unwary European customers every day.

ETIRA opposes the trade in such patent-infringing newbuilt cartridges because it is an offense, and resellers and distributors should not buy these products if they want to stay out of court and avoid bankruptcy. And it's also anti-environmental and anti-social behaviour: these Asian cartridges typically pollute the European environment as they are neither remanufactured (that would be just as illegal as manufacturing them) nor recycled. They are simply thrown away after 1st use, resulting in unnecessary extra landfill in Europe. European individuals or companies caring about sustainability should only buy remanufactured OEM cartridges.

Legal Issues

Public tenders excluding remanufactured cartridges under the tender

Objecting against public tenders excluding remanufactured cartridges from participating in the tender is a quasi-permanent task for ETIRA. Some public bodies, deliberately or not, ask only for OEM products and exclude remanufactured OEM cartridges. It is unfortunate that we continue to see public bodies still not fully complying with EU law on free competition, and illegally excluding remanufactured a fair and equal opportunity to tender.

But as this is a matter of principle for our industry, we continue to protest everywhere we find these illegal exclusions.

In Italy, it is compulsory that environmental criteria are used in public tenders, thus promoting the use of remanufactured cartridges. In 2020, the EU published new recommended criteria for public tenders for imaging equipment (details in other section in this annual report). These criteria clearly favour remanufactured cartridges.

Warranties

Sometimes printer manufacturers or maintenance firms refuse to honour the printer warranty simply because non-OEM cartridges were used in the printer. But in accordance with EU and national law, a manufacturing company cannot argue that the printer warranty is null and void just because non-OEM cartridges were used: for the warranty to be justifiably refused, there must be clear and undisputed proof that **the malfunction of the printer was directly caused by the non-OEM cartridge.** If this proof cannot be provided, the warranty must be honoured in full.

Leaving the OEM logo on a remanufactured OEM cartridge:

Remanufacturers often ask the question: is it allowed to leave the OEM logo on the remanufactured cartridge? In 2020, ETIRA commissioned a legal opinion to answer this question. The opinion is available to ETIRA members.

STOP PRESS

ITALY: Fair Competition watchdog fines OEM regarding firmware blocking remanufactured cartridges

In December 2020, the Italian Competition watchdog fined HP a 10 million euro penalty, because it concluded that a HP business practice unfairly limited the use of non-HP cartridges. The firmware system used by HP blocked printing when it recognizes non-original or outdated cartridges. The watchdog found that HP has failed to adequately inform consumers at the time of purchase about the presence of this limitation, leading them to believe that they need to replace non-original cartridges and therefore to use only original HP cartridges. HP now has 60 days to report how to address the matter, and 120 days to remedy it.

ETIRA welcomed the penalty. For way too long, printer manufacturers like HP have used software updates as a way to aggressively discourage consumers from buying environment-friendly remanufactured cartridges. It is unacceptable that when you buy a HP printer, you are heavily pushed into buying only new HP cartridges. Printer manufacturers should ensure that all printers accept non-original cartridges, and design their cartridges in such a way that they can be easily reused again and again. Hopefully the fine issued by the Italian competition watchdog will bring about the long overdue change in printer manufacturer market behavior, both in Italy and the EU as a whole.

Promoting Quality Remanufacturing

Product quality is the #1 priority of ETIRA: only if our product is as good as, or better than, the OEM-equivalent, are we able to grow our market share. This is why most of our efforts focus on enhancing quality across the industry. ETIRA Members do not compromise when it comes to quality: only the best will do. ETIRA welcomes pan-European and global standards that set clear parameters, and are widely recognized. ETIRA contributes, directly or indirectly, in the development of the following standards:

ISO cartridge standards

To measure cartridge yield, ISO has developed standards 24711 (ink), 19752 (toner B/W) and 19798 (color toner). ISO product standard 29142 for cartridges applies to OEM, compatible and remanufactured cartridges alike, and covers labelling and environmental performance criteria.

The entities participating in the ISO work are predominantly the major international OEM's. Some manufacturers of newbuilt compatibles, and a few remanufacturers also contribute to the work of this ISO Working Group. Being a trade association, ETIRA does not directly participate in ISO.

DIN standards for remanufactured cartridges

DIN standards for cartridges 33870-1, 33870-2 and 33871-1 apply only to remanufactured cartridges. The standards can be obtained from DIN.

ISO standard 8887 on remanufacturing/design for reuse

ISO has standard 8887 "Design for manufacture, assembly, disassembly and end-of-life processing (MADE)". Although this is a general standard on generic remanufacturing, it also affects products like cartridges.

Environment

Remanufacturing empty cartridges is good for the environment. The largest environmental impact from printing comes from the many cartridges and paper used in the printer during its lifetime, not from the printer as such. Reuse of cartridges can reduce CO2 emissions by 40%-60%.

In addition, today, most printers are not used to capacity. Recent research has shown that most printers are made redundant way too early. The OEM business model forces users to buy a new printer long before it has reached its technical end of life. This is an unacceptable waste of natural resources, and results in excessive and unnecessary greenhouse gas emissions.

The EU has defined a clear hierarchy in the environmental impact of waste: prevention of waste has the lowest impact, and re-use (=remanufacturing) follows immediately after that, so before recycling. With re-use prevailing over recycling, re-use should always be the preferred option.

Since its creation, ETIRA has been actively reaching out to EU policy makers to raise awareness about the benefits of cartridge reuse. Reuse should receive a higher priority than it has today, as existing eco-friendly policies often fail to deliver a tangible increase in reuse.

ETIRA insists that for a real circular economy to materialize, clear targets for reuse should be set and Member States must be forced to meet them. Legislative tools should include strict regulatory, not voluntary, action on eco-design (no clever chips !) and the removal of legal barriers which frustrate remanufacturing (patents and other IP-rights). And we need the government to lead by example: e.g. public tenders should reserve a minimum percentage of the tendered volume for remanufactured products.

ETIRA permanently reaches out to authorities, and participates in seminars, meetings, working groups, etc., to convey our message. We successfully lobbied for favourable wording in the EU ecodesign criteria for imaging equipment, the EU Ecolabel for imaging equipment, the EU criteria for green public procurement (GPP), the US public procurement scheme EPEAT, the Nordic Ecolabel (=formerly "Nordic Swan"), the EU February 2018 study on cartridge reuse, and the 2020 reform of the Voluntary Agreement Imaging Equipment.

2018 EU case study recommends more cartridge reuse

In February 2018, the EU Commission published a case study on cartridge reuse, see it here: **https://ec.europa.eu/environment/waste/weee/pdf/KH0418170ENN.pdf** The study acknowledged that the EU regulatory environment is not well suited to promoting reuse of products or encouraging dematerialization and greater material efficiency. It also presented specific proposals with regard to the re-usability/reuse of printer cartridges: On the OEM's Voluntary Agreement Imaging Equipment (see below), the study said that it does not promote cartridge reuse. The study suggests to revise the VA and include parameters on lower emissions of printing. Reducing cartridge complexity (clever chips !) is needed. The study supports developing an EU Ecolabel criteria for remanufactured cartridges. The study asks to improve the market situation by, among other things, addressing 'rogue clone' imports, improving access to cartridge design and consumables specifications, revising the EU GPP criteria, reviewing the Voluntary Agreement so that data on rates of take-back, re-use, recycling and other recovery operations is routinely collected and published.

Through meetings, papers, etc., ETIRA had provided extensive input to the consultancy writing the study and to the EU Commission, and we are happy that the study supports most of the recommendations we made.

EU Circular Economy policy initiatives

On 11 March 2020, the European Commission adopted a new Circular Economy Action Plan (CEAP), one of the main building blocks of the European Green Deal, Europe's new agenda for sustainable growth. The 2020 CEAP announces initiatives along the entire life cycle of products, targeting for example their design, promoting circular economy processes, fostering sustainable consumption, and aiming to ensure that the resources used are kept in the EU economy for as long as possible. It introduces legislative and non-legislative measures targeting areas where action at the EU level brings real added value.

On electronics and ICT, the CEAP said that they will be the priority sector for implementing the 'right to repair', including a right to update obsolete software. Other measures include improving the collection and treatment of waste electrical and electronic equipment.

Reuse for a brighter future

Etira reuse campaign – www.etira.org/reuse

Environment

EU Voluntary Agreement Imaging Equipment: 2020 review should encourage reuse

The EU Directive on eco-design aims to reduce energy-use of products by obliging manufacturers to design products in such a way that they have the lowest environmental impact. Under a policy of self-regulation, compliance could be achieved by industry setting up its own voluntary rules, under so-called industry-wide "Voluntary Agreements (VA's)", instead of by using compulsory EU laws.

One of these VA's concerns Imaging Equipment, which contains a series of environmental impact reduction commitments from the OEM's for the printers they market in the EU. Unfortunately, OEM's oppose that cartridges are also included in the VA. Yet reusing consumables as many cycles as possible is key to lowering the environmental footprint of printing, and that is why ETIRA always asked that cartridges be included in any VA. ETIRA has always argued that, by focusing only on reducing energy consumption, the VA's impact has been very weak and failed to reduce the overall environmental footprint of printing. Like NGO's, Member States and others, we since called for much more ambition from OEM's. Products should be designed with their environmental footprint in mind (Ecodesign) during production, operational life, and at end-of-life.

Since 2018 the VA is up for review. ETIRA has always lobbied for fundamental change, and for including cartridge in the VA. We asked that as a minimum, the following 3 issues are addressed:

- a compulsory minimum percentage of all produced cartridges to be reused as a cartridge (at least 20%-25% of totally newly produced cartridge units)

- prohibition of all anti-reuse tools and tactics like firmware updates, chips/chip resetting, embedded software, patents on remanufacturing, closed loop sales systems, etc etc to allow all 3rd party remanufacturers full access to full functionality

- stop to imports of polluting and unhealthy non-OEM newbuilts at the EU border (not just retroactive inspections/checks when they are all already in the EU market).

In 2019, the consultancy advising the EU Commission on the review of the GPP and of the Voluntary Agreement Imaging Equipment published seven reports. Re the VA, the reports suggest to include cartridges in scope of the VA, and clearly promote more cartridge reuse. The reports echo many suggestions and comments from ETIRA, Member States and NGO's.

Unfortunately, for well-known commercial reasons, OEM's have consistently refused to voluntarily facilitate cartridge reuse, and ignore the EU's call to include cartridges in the scope of the VA. As a result, ETIRA, called for mandatory legislation to replace the Voluntary Agreement. In our view, only a mandatory approach can bring tangible and enforceable implementation of the goals defined under the Circular Economy Action Plan, because only a regulation is applicable to all market players. Legislation therefore continues to be our preferred option.

The March 2020 EU Circular Economy Action Plan followed ETIRA's suggestion and put the pressure on the OEM's: it says printers and consumables such as cartridges will be covered under EU legislation, unless the sector reaches an ambitious Voluntary Agreement by late 2020. Therefore, since Spring 2020, discussions were held between OEM's and several remanufacturers to try and agree a revised VA. In October 2020, a draft proposal with cartridges in scope was presented. According to ETIRA, this draft VA represents a useful step forward, so if the core objectives can be achieved through a more stringent Voluntary Agreement, ETIRA would be interested to participate in the process to improve the proposed text. In particular, OEM's should commit to reusing a minimum percentage of all marketed cartridges, contract business must be included in scope, criteria for becoming a supporting signatory should be clarified, and the VA should be limited in time.

Environment

EU Ecolabel

EU Ecolabels allow consumers to identify the products which have the best environmental performance. The label also serves as tool for public authorities that want to buy green products, because the Ecolabel is part of the EU's recommended Green Public Procurement criteria (GPP) which public bodies can use when buying office equipment.

Following the deliberate efforts by OEM's to frustrate the 2013 EU Ecolabel for printers, ETIRA is now calling for a separate Ecolabel for cartridges. We supplied extensive info to the EU's scientific body JRC and EU Commission for its development.

New 2020 EU Green Public Procurement (GPP) criteria recommend using remanufactured cartridges

Mid-2020, the EU published new model criteria for public authorities that want to buy environment-friendly printers and cartridges. https://ec.europa.eu/environment/gpp/eu_gpp_criteria_en.htm

The new criteria endorse sustainable printing by lowering the environmental footprint of printers, and favor the use of remanufactured cartridges over new. The new criteria set, which also includes requirements re. the printer's plastics, chemicals, emissions, etc., may be used by public authorities when they solicit offers for imaging equipment through tenders.

The criteria say that printers must comply with existing EU regulations on REACH, WEEE etc,. and must meet standards for emissions, noise, energy consumption, and not contain hazardous substances. They must offer warranties and allow the use of remanufactured cartridges. Any firmware update must not prevent the use of reused/remanufactured consumables. Take-back programmes are also requested, and there are criteria for consumables supplied under a managed print contract. Cartridges must comply with page yield standards and must not be designed to limit the ability to reuse/remanufacture them.

Having lobbied for GPP criteria to endorse cartridge reuse, ETIRA welcomed the new criteria. With these new GPP criteria, the EU again confirmed that in terms of environmental performance, reusing your cartridge is better for the environment than buying a new one.

To help a public body or authority on how to purchase "green" printer cartridges, ETIRA produced a note members can send to the authority.

EU action against cheap and unsafe imports

ETIRA welcomed two pieces of new EU legislation, set to hold ink toner and printer manufacturers to account when it comes to complying with rules around substances of very high concern (SVHC) and product safety.

From 5 January 2021, new EU rules will require all companies that supply products containing REACH Candidate List substances to submit information into the European Chemicals Agency's SCIP Database. This affects all products on the EU market that contain a SVHC on the REACH Candidate List with a concentration of more than 0.1% by mass. This will make compliance efforts by manufacturers and other suppliers transparent to authorities and third parties, as well as proving particularly useful for waste processors and recyclers to determine the hazardous content in the products they process.

ETIRA also welcomes the introduction of better tools for Market Surveillance Authorities, due to be launched in July 2021. This new programme will require all products sold in the EU under Directive 2009/125/EC – whether sold directly, online or through a fulfilment service provider – to be registered with an official responsible party based in the EU. A 'responsible party' can be a manufacturer, importer, distributor, fulfilment service provider or 'authorised representative'. According to ETIRA, knowing who placed products on the EU market is key to holding suppliers and manufacturers to account when it comes to compliance with product safety rules, hazardous content, etc. The new legislation provides more tools for the national authorities to ban products at the EU border and impose penalties on companies offering infringing products on the EU market. Online platforms will be required to fulfil the same obligations as other importers and will no longer be able to dodge their responsibility and liability for products offered on their websites etc. In the coming months, ETIRA and its members will direct national authorities to online platforms and other market places offering "orphan' cartridges that fail to comply with the new rules.

Hazardous DecaBDE chemicals found in non-OEM newbuilt cartridges

Late October 2019, industry media reported that several newbuilt non-OEM cartridges had been found to contain excessive levels of Decabromodiphenylether (DecaBDE), a halogenated flame retardant that, because of its health risks, has been prohibited in the EU since 2008 in electronics above certain levels, and fully prohibited in many other products. The original OEM equivalent did not contain DEcaBDE. ETIRA, therefore purchased several newbuilt non-OEM cartridges and commissioned tests from the German lab TüV Rheinland/LGA to see if there is a pattern. The results showed that four cartridges had DecaBDE levels ranging from 2,000 mg/kg to a staggering 17,000 mg/kg, although only 1,000 mg/kg is allowed under the EU's RoHS directive (Restriction on Hazardous Substances).

As we noticed a major systemic problem in the overall market with newbuilt non-OEM cartridges from Asia that contain extremely high levels of a hazardous chemical, ETIRA again called on EU and national authorities to act, and to remove all hazardous cartridges from the market.

Newbuild toner cartridge emission tests revealed a 100% failure rate

Early 2020, ETIRA purchased three non-OEM new build toner cartridges on Amazon and then commissioned emission tests by Germany's expert Tüv LGA test centre. Additionally, five further tests by the Tüv LGA were commissioned by other industry players concerned about product safety. The result was stunning: All eight new non-OEM newbuild cartridges failed the LGA emissions tests for multiple reasons, mostly the presence of hazardous chemicals. By contrast, a test of two toners widely used by European remanufacturers passed the LGA emissions test.

The high presence of hazardous chemicals underscores that very often it is dangerous to buy newbuild non-OEM cartridges: by offering products containing dirty toners, traders are playing with the health of their customers. The 2020 coronavirus pandemic heightens the awareness and need for the products to be safe and reliable, and at the same time the standards required for CE and other certifications applied to goods entering the EU must be rigorously checked.

Networking

Organising events on a regular basis is a key activity of ETIRA: meeting current and new partners, in both informal and formal settings, helps to create new business and raise the overall industry market share.

ETIRA at 2020 remanexpo trade show in Frankfurt 25-28 January 2020

In January 2020, ETIRA exhibited at the 4-day remanexpo at the international trade show Paperworld. This largest European show for office supplies was held at Frankfurter Messe in Frankfurt, Germany. We met with Members, prospects, OEM rep's, and distributed flyers urging visitors to buy remanufactured cart's and services from ETIRA Members only.

On Sunday, the traditional ETIRA Cocktail, sponsored by the Messe and organized jointly with The Recycler Awards ceremony, saw over 120 persons at this "must attend" industry networking opportunity.

ETIRA also hosted an informal Industry Roundtable meeting and discussed the key market challenges. In the show's speaker programme, ETIRA President Javier Martinez presented the environmental benefits of our industry, and the ETIRA lobby work for our industry. Vincent van Dijk presented the latest Brussels' news.

ETIRA President Javier Martinez wins Recycler's new Environment Award

At remanexpo, the new Award for Environmental issues was won by ETIRA President Javier Martinez. A well-deserved prize, recognizing him for his relentless efforts to promote the many environmental benefits of cartridge reuse in Brussels and around the EU!

ETIRA 2019 annual meeting in Brussels

On 27-28 June 2019, ETIRA held its annual meeting in Brussels, in the context of the "The Recycler Live Europe" conference. With over 90 delegates it was again the #1 event to learn from speakers, meet fellow industry members and hear the latest industry data.

At the ETIRA "Member's Only" general meeting, members elected Javier Martinez (Turbon) as their new President. Also re-elected were Gerwald van der Gijp (Armor, Vice-President), Jan-Michael Sieg (KMP), and David Connett (The Recycler). Newly appointed Board members include Volker Kappius (Delacamp), Peter Knak (IMEX), and Milan Banjic (TIN Group). Christian Wernhart and Jörgen Wonisch stepped down from the Board, ETIRA thanks them for their service.

EU Remanufacturing Council (CER)

ETIRA is member of the EU Remanufacturing Council (CER), based in Brussels. The CER is supported by the EU and promotes the growth of business activity in the sector. CER lobbies on behalf of remanufacturing. ETIRA joined the ERC early on, and our Secretary General Vincent van Dijk is a member of its Steering Committee. The CER helps us to educate the world regarding the problems and barriers facing cartridge remanufacturers today, and call for support from the EU for our industry.

Public Relations

ETIRA' s role includes raising awareness about the industry among the general public. We stress that remanufacturing used OEM cartridges is a high-tech, innovative and dynamic activity, good for both the customer and for the environment. In 2019 we further professionalized our PR work by hiring outside PR services.

ETIRA booth at annual Paperworld international trade show

To help ETIRA Members grow their business, ETIRA exhibits every year at the annual remanexpo@ paperworld trade show held in January/February in Frankfurt. We use the booth to showcase our industry, and inform many resellers and distributors from all over Europe about remanufactured cartridges, and the added benefits of trading with an ETIRA Member.

We distribute leaflets and info in different languages. We answer enquiries about ETIRA and the Code of Conduct logo, outline the advantages of buying from an ETIRA member, and inform visitors why ETIRA Members provide value for money.

News, website, social media, video's

Frequent Newsflashes are sent to members to inform them about industry developments and ETIRA activities.

ETIRA operates a website *(www.etira.org)* for the general public to learn about the benefits of inkjet and toner remanufacturing, and to enhance the general industry image. The website also lists all ETIRA members, allowing clients to find suppliers instantly.

ETIRA social media presence

ETIRA has a dedicated Linkedin platform, Twitter, and Facebook page, publishing ETIRA news, in addition to outlets like industry magazine The Recycler and other publications.

Public Relations

ETIRA videos

In 2020, ETIRA created a series of videos to support our Reuse, Reduce, Recycle message, the second of the series focuses on Reduce.

Our campaign is focusing on two key messages, including:

· Reducing the amount of paper used, and

· Reducing energy consumption.

The videos are shared through our social media platforms and on our website.

ETIRA hand-out: Say "NO!" to single -use cartridges!

ETIRA has produced a 1-pager that sets out the reasons why you should stay away from single-use cartridges (SUC's). The paper was distributed at remanexpo. To support your sales, members can print and distribute it to customers. Alternatively, you can order copies from the Secretariat: info@etira.org.

ETIRA Code of Conduct

The ETIRA Code of Conduct is a code of good business practice. Its obligations include social and environmental responsibility, promotion of top-quality and innovative products, clear warranties, compliance with laws and regulations at national and international level, and ensuring consumer and worker safety and health. The Code also includes a clear obligation to refrain from trading patent-infringing newbuilts. All ETIRA members must comply with the Code. The ETIRA Code of Conduct is available for download from the ETIRA website.

ETIRA Bodies

ETIRA is the acronym of the European Toner & Inkjet Remanufacturers' Association aisbl/ivzw. A non-profit organisation in accordance with Belgian law, its statutory seat is Brussels, Belgium, with a Secretary General's office in Breda, The Netherlands. ETIRA represents the interests of the European inkjet and toner cartridge remanufacturers and related service providers/compatibles manufacturers, etc. in Europe. Created in 2003, the current 40 ETIRA members now account for over 65% of industry turnover. A full up-to-date list of ETIRA Members and their contact details can be found on our website: www.etira.org

Today, ETIRA is the recognized industry body for all topics affecting cartridge remanufacturing, and registered in the EU Transparency Register.

In 2020, ETIRA moved to new offices. And with the new "ETIRA 2.0" concept, ETIRA introduced its new logo. The new look is more modern, reflecting the industry dynamism.

General Assembly

The General Assembly is comprised of all ETIRA full Members and meets at least 1x per year. It sets the general guidelines of the Association, elects the Board of Directors, approves the annual accounts and budgets, etc. Due to the Covid-19 pandemic, the 2020 annual meeting had to be postponed to 2021.

Board of Directors

ETIRA's Board of Directors is elected by the General Assembly every other year, and composed of respected company representatives from the various sections of the cartridge remanufacturing industry across Europe. Meeting approx. 2-3 times per year, Board Members are not remunerated and carry their own travel expenses. The Board of Directors implements the General Assembly's guidelines, sets an annual work program, approves membership applications, prepares annual accounts and budgets, etc.

The ETIRA Board of Directors is currently composed of the following persons (mandate 2018/2019-2020):

President	Javier Martinez	Turbon	E
Vice-President	Gerwald van der Gijp	Armor	F
Member	David Connett	The Recycler	UK
Member	Jan-Michael Sieg	KMP	D
Member	Peter Knak	IMEX	E
Member	Volker Kappius	Delacamp	D
Member	Milan Banjac	TIN Group	RO
Secretary General	Vincent van Dijk	Non-affiliated	NL/B

Secretariat

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