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ISSUE 46 · 2017



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Pinnacle completes third deal in two years

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# PRINT IT RESELLER

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## Comment

Digital wide-format printing continues to be one of the most significant growth areas in the entire print industry and resellers looking to increase customer stickiness, could look to wide-format printers as a new revenue opportunity.

Epson's Phil McMullin says the brand has seen some expansion in the corporate market where businesses are looking to bring print in-house to increase flexibility and reduce costs. HP is seeing significant traction in two key areas; the move from single-function to multifunction in the architecture, engineering and construction (AEC) market and the growth in the signage/decoration market for HP Latex Technology, while EFI's Ken Hanulec asserts that there is growth among university and corporate in-plant centres and small to midsize commercial print shops (page 22).

Integra Business Solutions has launched an enhanced members-only MPS solution. On page 32 Commercial Director Bob Davies explains how it works. Interestingly, prior to launching, the group tested it out in-house. Davies describes how by working with Centrex and conducting a full print audit at Integra House, the group rationalised its printer fleet and deployed a much more fit-for-purpose solution, reducing the amount it was spending on print by £13,000 per annum.

Last month, the Imaging Consumables Coalition of Europe, Middle East and Africa (ICCE) celebrated 20 years of combating print consumable crime. The counterfeit market is vast, both in the UK and in the rest of Europe, and it's only getting bigger, on page 40 some of the industry leading vendors share their thoughts on the big issue.

This month's Q&A is with Colin Ayres, Operations Manager – Head of Sales at Blackbox Solutions and Pitr spent 60 seconds with Stuart Sykes, Managing Director of Sharp Business Systems UK.

*And finally, if you've got any news about your business to share, would like to be included on our monthly Vox Pop panel, have a compelling business success story or simply wish to comment on any industry issues, please get in touch with us at [editorial@printitreseller.co.uk](mailto:editorial@printitreseller.co.uk)*

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# BULLETIN

## Innovative ink from Xerox

**The Xerox Trivor 2400 Inkjet Press opens new opportunities for variable data printing, enabling printers to grow and upgrade capacity with ease. It offers the speed, image quality and automation capabilities needed for growth in key application segments.**

Previously for many commercial printers the cost savings derived from inkjet technology was negated by the expense of pre-or-post coating the paper or having to purchase specialty inkjet coated paper. With the High Fusion Ink, high quality results are now achieved by printing directly to offset

coated paper, removing the need for intermediate coating processes, primers or added hardware.

The Trivor 2400 High Fusion Inkjet Press allows print providers to expand their inkjet media range to produce cost-effective, higher-value personalised jobs such as direct mail, catalogues, magazines and colour books. High Fusion Ink is especially formulated to optimise printing and drying on offset coated media including matte, silk and gloss stock from 60 to 250 gsm, up to 250 feet per minute. [www.xerox.co.uk](http://www.xerox.co.uk)



## OKI Europe reduces cost of black toners

**OKI Europe is transforming office printing for all businesses with the introduction of cost-effective mono printing on its digital LED colour devices.**

The company has matched the mono printing costs of office colour printers and MFPs with the equivalent office mono device by reducing the prices of black toner for the following models: C332dn, MC363dn, C500 Series, MC500 Series, C800 Series and MC800 Series. [www.oki.com/uk](http://www.oki.com/uk)

## Canon launches new MFPs

**Designed to ensure maximum efficiency, the new imageRUNNER ADVANCE C256 and imageRUNNER ADVANCE C356 series provide tailored document solutions that reduce the total cost of print, improve workflow and guarantee superior image quality for businesses of all sizes.**

The imageRUNNER ADVANCE C256/356 series builds on the successful imageRUNNER ADVANCE C255 and imageRUNNER ADVANCE C355 series, providing businesses with a modern all-in-one device capable of print speeds of up to 35 pages per minute. Accessed via an easy-to-use 10.1" colour touchscreen, the devices are compactly built to suit a wide range of modern business environments, from home office users and SMEs to large office buildings.

Combining Canon's V2 Colour technology with improved drum capabilities and new CS toners which improve document durability and colour stability, the imageRUNNER ADVANCE C256/356 series ensure consistently stunning results, even during high volume print jobs. Users can also access a range of enhanced processing features including the staple and collate function to deliver professional quality outputs, while saving valuable time.

With industry leading Typical Electricity Consumption (TEC), the devices offer a low energy consumption (0.8W in sleep mode) and incorporate a sustainable design of recycled materials and bio-plastic to help minimise environmental impact. Finally, all the models are certified with the Energy Star certification and the latest stringent Blue Angel certification.

The imageRUNNER ADVANCE C256 and imageRUNNER ADVANCE C356 series will be available across all Canon sales offices and selected distributors in Europe from November 1. [www.canon.co.uk](http://www.canon.co.uk)

## Canon celebrates scanner anniversary

**Canon is celebrating the 20th anniversary year of the launch of its first document scanner, the DR-3020.**

The DR-3020 was launched adopting the technology of Canon's micrographics equipment. Since then, the brand has expanded its line-up to include high-volume production scanners for high speed capturing performance, business desktop

models which fit perfectly in small desk spaces, and compact portable models for users on the move.

As part of the celebrations, the company is offering a cashback promotion on imageFORMULA DR-C240, DR-M140, DR-M260, DR-M1060 and ScanFront400 models across Europe until December 31.

[www.canon.co.uk/cashback/scanner-cashback](http://www.canon.co.uk/cashback/scanner-cashback)

## Konica Minolta unveils AccurioLabel 190 press

**Konica Minolta's AccurioLabel 190 will replace the bizhub PRESS C71cf, a system that has been sold already to over 100 companies across the globe since being launched only two years ago.**

The AccurioLabel 190 system benefits from stable colour consistency and 1200x1200 dpi offset-style quality. No pre-coating is required. The new machine for Europe comes with a web guiding system as a standard. Converters benefit from its ease of operation, production flexibility, fast turnaround and variable data printing capabilities, as well as world-class

support and service

Konica Minolta label press systems fill the gap between entry level and high-end digital printing presses. Shipping for the new AccurioLabel 190 press is due to begin in December.

[www.konicaminolta.eu](http://www.konicaminolta.eu)



## HP announces Henkel as first global reseller of 3D printers

**Henkel, one of the largest chemical and materials providers in the world, is to become the first global reseller of HP's Jet Fusion 3D Printing solutions.**

HP's Jet Fusion 3D Printing solution is a production-ready commercial 3D printing system that delivers superior quality physical parts up to 10 times faster and at half the cost of current 3D

print systems.

"HP is the industry leader in 3D printing and as we expand our portfolio to include additive manufacturing services, we are thrilled to become the first global reseller for HP's Jet Fusion 3D Printing solutions," said Philipp Loosen, Head of 3D Printing at Henkel Adhesive Technologies. "We are excited to deepen our collaboration with HP, develop even more innovative materials and 3D printing solutions for our customers, and increase the value for their end-use applications." [www.hp.com](http://www.hp.com)





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## Exertis signs distribution contract with Intel

**The new distribution agreement includes Intel processors, SSD, Optane memory, and NUC products.**

Stuart Hatch, Exertis Components General Manager, said: "We are proud to confirm our appointment as an authorised distributor for Intel. This new partnership is a major addition to our channel-leading components portfolio. We look forward to enabling our customers to benefit from Intel ITP points on Intel purchases from Exertis and

to recruiting new customers to the programme."

He added: "This announcement comes at a great time with the recent launch of the Intel X299 platform from our three motherboard brands. In addition, the exciting new Intel Optane Memory enables the acceleration of hard drives when coupled with Kaby Lake processors and will be particularly well-received by systems integrators building high performance gaming PCs."

[www.exertis.co.uk](http://www.exertis.co.uk)

## Channel campaign to drive sales

**DMSL has launched a campaign to drive sales of BTnet Express leased line services, which are now available to end-user customers with guaranteed speeds of 30Mbps for as little as £225 per month.**

The distributor is rolling out a promotional programme encouraging resellers to take the BTnet proposition to customers who need better performance and bandwidth than that available with standard broadband offerings.

Managing Director John Carter said: "This is a breakthrough offering from BT and one that can generate good business and invaluable recurring revenues for resellers. It's a great deal for the customer and fits hand-in-glove with the

transformation that's taking place in the channel right now, with resellers switching to subscription and services-based business models."

DMSL is offering both pre-sales technical and pricing support to resellers and has a dedicated BT team who will help reseller to manage the installation process.

[www.broadbandandphones.co.uk](http://www.broadbandandphones.co.uk)



John Carter



Darren Farnden

## Powerful new products and unbeatable pricing

**Entanet unveiled a new generation of full fibre internet access services and unbeatable Ethernet pricing using the CityFibre network at Channel Live last month. The company also launched an all-new, fully-brandable hosted voice service offering partners a real opportunity to differentiate themselves.**

Darren Farnden, Head of Marketing said that the company wanted visitors to the show to leave with a very clear understanding of the enormity of the opportunity they're now able to grasp and why this extends far beyond new products and Ethernet prices significantly below what they're used to."

[www.entanet.net](http://www.entanet.net)

## Azlan named VMware distributor of the year

Azlan has been named VMware Distributor of the Year 2016 for the UK and Ireland. The enterprise division of Tech Data has been recognised for achieving exceptional growth and market share over the past 12 months, supporting business development and enabling partners for AirWatch, VMware's enterprise mobility management platform. [www.azlan.co.uk](http://www.azlan.co.uk)

## Maverick introduces range of rental options

**Maverick, the specialist audio visual business of Tech Data has launched a variety of rental and demo options for the Microsoft Surface Hub that make it easier for public and private sector organisations to take advantage of the innovative**

**collaboration system.**

The new rental scheme can be utilised for both short- and long-term rental opportunities enabling resellers to position the Hub for evaluation, along with the ability to service any requests for additional units on a short-term basis. Rentals are available on a daily, weekly, and monthly basis and can be supplied on height adjustable floor stands or wall mounts. A full delivery and set-up service is available from trained technicians.

Mark Tildesley, Collaboration Director for Maverick, said: "The idea behind the rental scheme is two-fold; it makes it easier for customers who want to try the Surface Hub out in a real-world setting before committing to a purchase, but also allows organisations that need additional Hubs for meetings, exhibitions or events to bring in more Hubs for specific occasions and thus enable collaboration for more groups."

The programme is being offered on behalf of Maverick in partnership with AV Rental Services Ltd which provide units on a fully managed service.

[www.avrentalservices.co.uk/microsoft-surface-hub/](http://www.avrentalservices.co.uk/microsoft-surface-hub/)



Mark Tildesley

## Westcoast partners with HP

**Westcoast has teamed up with HP to launch an exclusive customised-to-order (CTO) initiative for education-focused channel partners.**

Created by Westcoast, the HP for Education (HPFE) configuration tool enables resellers, or their end-user schools, colleges and universities, to design and build their own bespoke HP desktop PCs – and then receive delivery within 48-hours of their order.

Initially, the CTO tool can be used to configure desktop PC systems but Westcoast and HP are planning to add laptops and other products in the short-term. The scheme will also be extended to alternative vertical markets to so that a broader spectrum of customers can experience the same levels of customisation.

The HPFE tool has been designed so that it can be easily integrated into partners' websites or e-commerce platforms. Resellers can rebrand the tool or add their own services into the mix.

Neil Sawyer, Channel Director of HP UKI, said: "It's an important project for HP. We wanted to partner with Westcoast because it has a superb track record in creating and hosting highly robust and proficient configuration tools." [www.westcoast.co.uk](http://www.westcoast.co.uk)



## Beta appointed NETGEAR distributor

NETGEAR has announced the appointment of Beta Distribution as an authorised distributor. NETGEAR products are built on a variety of proven technologies such as wireless (Wi-Fi and LTE), Ethernet and powerline, with a focus on reliability and ease-of-use for the consumer, business and service provider.

Ben Jackson, Beta's Product Manager said: "The combination of the NETGEAR name and reputation in the market and our reach into a very wide spectrum of resellers, from e-tailers to

MSPs and everything in between, means this is a tremendous opportunity for both our companies."

"Our product portfolio has expanded over the past two decades from Ethernet hubs to switches, advanced Wi-Fi systems, network attached storage and smart home. Beta have the in-house expertise, both in account management and technical knowledge, to very effectively support the product range into the reseller," said NETGEAR UK Sales Manager, Oliver Randall.

[www.betadistribution.com](http://www.betadistribution.com)



Mark Davies

## Spicers enters 2017 BOSS Industry Awards

The wholesaler's entry into the Initiative of the Year category describes how its Alliance Programme is helping to future proof dealers' businesses in today's increasingly competitive marketplace. To date, members of the loyalty Programme have achieved average operational savings of 20%.

Under the programme, dealers can outsource key activities to Spicers to boost sales or strip away unwanted costs - enhancing resellers' overall profitability. For example, dealers can release their logistics overheads by outsourcing their entire stockholding and logistics to Spicers' nationwide distribution and OfficeFleet vehicle network. Meanwhile, sales growth can be driven by outsourcing marketing activities to Spicers' central marketing team who develop and execute impactful end-user campaigns on behalf of Alliance members.

The winners of the 2017 BOSS Industry Awards will be announced at an awards ceremony on November 30 at the Tower Guoman Hotel, London. [www.spicers.co.uk](http://www.spicers.co.uk)

## Westcoast unveils business boosting initiative

Westcoast has launched a brand new programme offering exclusive, long-term support for its CSP (cloud solutions provider) partners.

The Westcoast Cloud Development programme offers resellers a range of tailored benefits all designed to help support their CSP business and accelerate their growth in the cloud.

Partners signing up for the programme will move through a series of development levels – supported by Westcoast every step of the way. As they progress they will have opportunities to unlock additional benefits and rewards to further aid their cloud journeys.

Cloud Services Director Mark Davies said: "The beauty of the Westcoast Cloud Development programme is that it's ideally suited for all of our partners."

Westcoast was appointed as a Microsoft Cloud Solutions Provider in 2015 and last year became the first distributor in the UK to go past 100,000 Office 365 seats.

[www.westcoastcloud.co.uk/programmes](http://www.westcoastcloud.co.uk/programmes)



## DSales supports electronic scanning for schools' records

DSales (UK), the UK distributor for the Develop range of multifunctional document imaging systems, is supporting a newly developed connector for Develop inero MFPS to interface with the Document Management Server Assistant (DMSA) for SIMS Software.

DSales is partnering with Business IT Systems Ltd, the exclusive distributor of DMSA for SIMS, developed by Digital Link Solutions for the electronic scanning of documents into Capita's SIMS application, which is used by the majority of primary and secondary schools in England and Wales to record pupil data. DMSA has

been designed to make getting those documents into and out of SIMS simple and cost-effective.

The connector allows Develop inero multifunctional devices to scan documents into a pupil's record together with information previously entered. All scanned documents are indexed using summary and notes fields. Entering a word or words into the search dialog allows DMSA to return all matching documents.

Jonathan Whitworth, Managing Director of DSales said:

"We believe this will prove to be a major sales USP for Develop in the education market sector."

[www.dsales.eu](http://www.dsales.eu)



Jonathan Whitworth

## Rik Hubbard joins mobile team

Rik Hubbard has joined Exertis as Commercial and Services Director for its mobile division, reporting to Exertis Mobile Director Simon Woodman. Hubbard will be working with the sales and purchasing teams to maximise performance of the division's market leading vendors across the consumer and business to business areas. In addition, his remit will include building on the opportunity to launch a range of device focused services from trade-in, repair and refurbishment to finance and service contracts, following the recent announcement of the acquisition of the MTR Group.

Hubbard joins from Samsung where he was Head of Commercial Finance and Financial Services for five years, setting up the launch of the S7 Upgrade programme which was the UK's first manufacturer backed handset upgrade scheme. Prior to that he spent a similar period at Three in a variety of commercial roles.

Exertis recently announced its acquisition of the MTR Group, a leading mobile refurbishment and reverse logistics provider, based in Harlow. [www.exertis.co.uk](http://www.exertis.co.uk)



Rik Hubbard

## Lex Business wins college contract

Bury-based Lex Business Equipment has been appointed by Shillington College to provide state-of-the-art multifunctional printing devices and on-going support. Shillington has campuses in Manchester and London, as well as locations in Australia and New York, and offers an innovative approach to design education, with students securing positions with firms such as the New York Times once qualified.

The Develop equipment is covered by Lex's Managed Print Service, which involves constant monitoring of the devices, automated toner delivery when levels deplete as well as a three-four-hour response by the firm's manufacturer accredited engineers.

The contract win comes as the technology firm completes its financial year end, announcing a third year of consecutive growth, with an increase of



turnover of 11% compared to the previous year.

Sales Director Sam Elphick said: "We were approached by Shillington to put a proposal together for new printing equipment, and it was clear from our initial conversations that print quality was an integral element to the colleges' requirement. After submitting our quotation, we are delighted to have won the business, and to support the college for years to come." [www.lexbusiness.co.uk](http://www.lexbusiness.co.uk)

## Hollis boosts office solutions portfolio

Hollis Office Solutions has expanded its product portfolio with the addition of the latest internet telephony systems.

General Manager Mark Bamford said: "After recently expanding our IT portfolio with the latest Anti-Virus/IT Security solutions to protect against the rising tide of cyber threats, the new generation of internet telephone systems is an ideal fit for the business."

Elements Europe, the Shropshire-based manufacturer of Room Modules, Bathroom Pods and Light Steel Frame solutions for the construction industry, is one of the company's first customers and has upgraded its existing IP-based telephony platform. [www.hollis-office-solutions.co.uk](http://www.hollis-office-solutions.co.uk)



## Warrens Office joins Spicers Alliance

Warrens Office has selected Spicers as its sole supplier and joined the wholesaler's Alliance Programme.

Managing Director Paul Morgan said: "We have identified the need for a more connected final mile delivery service which could provide a very high fulfilment rate across a broader range

of products with a lower cost to serve operating model. If you put these together, you arrive firmly at the Alliance Programme."

He added: "We believe that this partnership will help de-duplicate costs within our business, offer a much more harmonious delivery experience for our customers and enable us to push into markets that, up until now, we've found as an independent dealer more logistically challenging." [www.warrenoffice.co.uk](http://www.warrenoffice.co.uk)



## Acquisition part of five-year growth plan

The Mailing Room (TMR) based in Bury, Greater Manchester has acquired a Weston-Super-Mare-based counterpart, Mailing Systems Limited (MSL), adding around 20% to its existing customer base. The purchase forms part of TMR's strategic plan to double the size of the business within five years. [www.themailingroom.com](http://www.themailingroom.com)

## Cost and carbon savings

ABS UK has implemented a print management solution which enabled Lyndhurst Community Primary School and Children's Centre to save nearly £4,000 a year and over 340kg of CO2.

The systems put in place by ABS UK have saved the school a cumulative total of more than 25,000



## Sharp solution for Manchester charity Smart Works

Midshire has donated a Sharp MX-C311 full colour printer, capable of high volume print, copy and scanning to womens' employment charity Smart Works Greater Manchester. Packed into a space-saving design, the device was chosen as the perfect fit for the small charity.

The charity provides interview attire, styling advice and interview training to women throughout the North West. Since its launch in June 2015, it has seen 653 women in preparation for interview, and out of the women contacted, 69% went on to achieve employment.

[www.midshire.co.uk](http://www.midshire.co.uk)



## Woodbank Office Solutions unveils new look

In an effort to boost its online presence Woodbank Office Solutions has introduced a new brand identity, including a fresh logo and a new website to mark the completion of the company's rebrand.

[www.woodbankoffice.co.uk](http://www.woodbankoffice.co.uk)



sheets of A4 paper over the last 18 months. The paper reduction has resulted in savings of approximately £1,200 on print costs during the same period, and the managed print solution is now fully cost neutral. On top of these reductions, the school has saved a further £2,600 per year by consolidating all contracts.

In addition to cost savings, the school has reduced its impact on the environment by the equivalent of 17,000 bulb hours from manufacturing energy saved from not producing the paper, 342kg of CO2 emissions from greenhouse gases that would've been released during the paper production process and 3.2 trees that would have been consumed to make the paper. [www.abs-print.co.uk](http://www.abs-print.co.uk)

Michelle Toy (Lyndhurst Primary School) and Ben Tighe (ABS)





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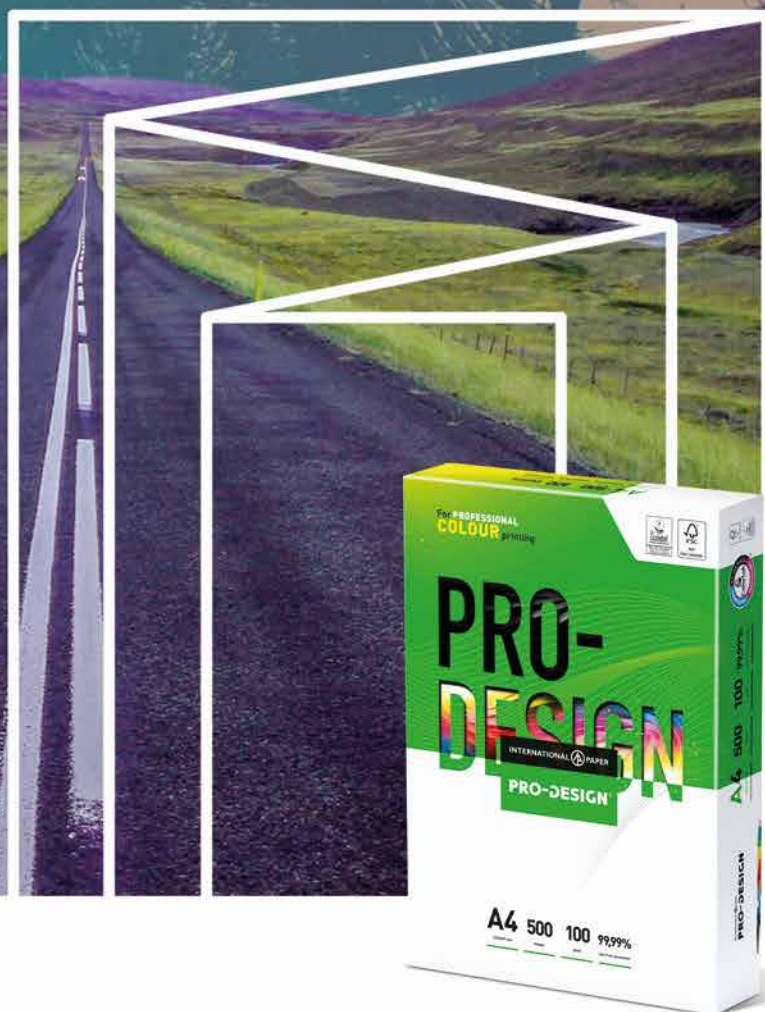
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## Sponsorship hat-trick from Midshire

Midshire has renewed its sponsorship agreement with Stockport County Community Foundation's School Coaching Programme for a third consecutive year.

The coaching programme seeks to expand Stockport County's work away from its Edgely Park pitch and out into the local community.

Run entirely by the non-profit Stockport County Community Foundation, the coaching programme works with local schools to engage children of all ages in safe developmental activities around football.

A team of 20 skilled coaches, including Stockport County football players Sam Minihan, George West and Adam Etches, work with schools in High Peak, Stockport, and Tameside to enhance both individual abilities and team skills throughout the academic year. [www.midshire.co.uk](http://www.midshire.co.uk)



## Second acquisition in Germany

Apogee has completed the acquisition of Kopiervertrieb Rhein-Ruhr GmbH ("KRR") which is based in Oberhausen near Düsseldorf in western Germany.

KRR is a managed print service provider of multiple manufacturer brands of multifunctional devices and print management software solutions. On-site and remote managed services are delivered through its in-house technical operation, which also supports clients across their entire network infrastructure from workstation PCs to Windows servers, NAS systems and archiving systems. KRR also provides financing and leasing solutions.

Founded by Managing Director Bernd Ruse, Andrea Land and Silke Püschel and Head of Sales Frank Tilli in 2012, KRR has grown rapidly and will

achieve sales revenues in excess of €4million in 2017.

Jason Collins, Apogee Joint CEO said: "The acquisition of KRR is a key part of the group's strategy of expansion in Germany. We already have an operation to the north in Hanover and KRR is ideally located in western Germany. Together as part of the Apogee group they will give us great coverage in Germany and a strong hub from which we can continue to grow our operations across Europe." [www.apogee.com](http://www.apogee.com)



## Xerox top again

Xerox has topped the Quocirca *MPS Market Landscape* report for the eighth year, winning plaudits for the 'breadth and depth' of its capabilities and its record of innovation. Quocirca Associate Director Louella Fernandes said: "Xerox has been a clear leader in the MPS market for years. Xerox's innovations in security, analytics and other capabilities continue to enhance its MPS portfolio. The ConnectKey platform holds great promise as a key enabler of workflow automation for both SMBs and large enterprises." [www.xerox.com](http://www.xerox.com)

## New recruit for Hollis Office Solutions



Hollis Office Solutions has announced the appointment of Simon Hollister as Sales Director. In this new role, he will be responsible for managing all sales activities and the development and delivery of an ongoing strategy for growth encompassing the company's comprehensive portfolio of solutions which includes security (IT and physical) and surveillance, IT infrastructure, IT support, managed print solutions, backup and storage, compliance and IP telephony.

Managing Director Garry Thomson said: "We are delighted to welcome Simon to the business and his experience of building successful sales operations in this industry will play an important role in helping us to expand our customer base across the UK whilst maintaining our reputation for providing the highest quality service." [www.hollis-office-solutions.co.uk](http://www.hollis-office-solutions.co.uk)

## Blackbox Solutions hires new Finance Manager

Blackbox Solutions has expanded its team with the appointment of new Finance Manager, Nicki Graves.

Graves will take over responsibility for implementing Blackbox Solutions' switch to a new cloud-based service management and billing system, Vantage Online. The new system will give the company access to vital service information and financial data in real-time.

As well as handling the implementation of the new Vantage Online platform, she will oversee all aspects

of Blackbox Solutions' accounting and invoicing, in addition to working with senior directors to manage the company's human resources department.

Managing Director Colin Griffin said: "The company has grown rapidly over the past few years and as such we identified a need to improve our accounting processes. Vantage Online will simplify critical back office elements of our business, improving internal efficiency and saving the company time and money in the process." [www.blackbox-solutions.co.uk](http://www.blackbox-solutions.co.uk)

## Cricketer leaves the pitch to join county firm

A budding cricketer has been bowled over after landing a new job while on the field. Michael Francis, 29, of Lawley, has been taken on by St George's-based Unique Copiers after meeting owner Adrian Casey at Wellington Cricket Club.

Francis is being trained as an engineer at the family run firm, which supplies photocopiers and copying services to schools and businesses across Shropshire and beyond.

[www.uniquecopiers.co.uk](http://www.uniquecopiers.co.uk)



## Apogee recognised as top performing company

Apogee has been recognised as one of the UK's top firms in the annual *Sunday Times Grant Thornton Top Track 250*, the league table of Britain's leading private mid-market growth companies.

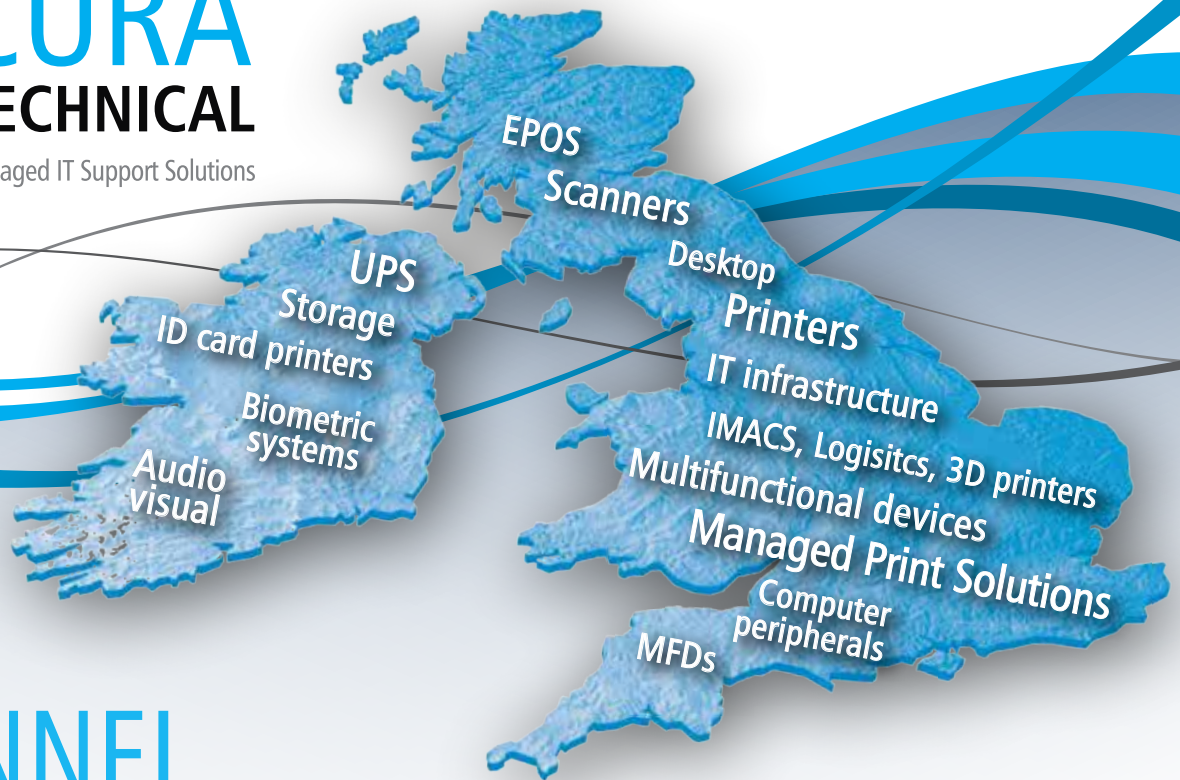
Group Marketing Director Gary Downey said: "We are very proud to be featured in this year's *Sunday Times Grant Thornton Top Track 250* as one of the UK's top performing private companies. Apogee has achieved tremendous growth and this recognition, following shortly after our inclusion in the 1000 Companies That Inspire Europe report, is a testimony to the hard work our staff put in across the business to support our customers in every aspect of their document requirements."

The 13th annual *Sunday Times Grant Thornton Top Track 250* league table is compiled by Fast Track, the Oxford firm that researches Britain's top performing private companies.

[www.apogee.com](http://www.apogee.com)



(l-r) Nicki Graves, Finance Manager and Colin Griffin, Managing Director, Blackbox Solutions



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## Antalis moves up a level with new trucks

Antalis has invested £7 million in improving its logistics operation at its Coalville central distribution centre, with a seven-year contract with Linde.

The investment sees Antalis undertake a phased delivery of 200 forklift trucks, including very narrow aisle (VNA), K-range combi-trucks. In addition to the new fleet, Antalis is completing a warehouse redesign and introducing a new warehouse management system as part of a wider programme to future proof the logistics operation.

David Hunter, Antalis Regional Managing Director for UK, Ireland and Southern Africa, said: "Our partnership with Linde represents a significant investment for Antalis, as we upgrade our operations to provide service excellence to our customers."



(l-r) Richard Hunt, Business Development Manager at Linde and Nick Thompson, Logistics Director at Antalis

"As part of the contract, Linde provided ITSAAR accredited training to more than 100 members of staff, including refresher courses and VNA training. Investment in wide-opening fork-positioner attachments for Linde E25 electric counterbalance means that we now have improved capability for handling wide formats at the CDC, increasing efficiency and safety."

[www.antalis.co.uk](http://www.antalis.co.uk)



Neville Harrison

## Purpose Software announces further software support expansion

Neville Harrison has joined Purpose Software as Software Support Consultant. In this role, he will be responsible for ensuring that all new and existing software deployments continue to operate effectively as well as providing second line support to help rapidly resolve customer questions..

According to Managing Director Mike Burke, the expansion of its software support team demonstrates its commitment to delivering industry-leading levels of customer service. "Combined with the fact that we now have three separate product lines, which further differentiates the business, Neville's recent appointment will enhance the close working relationships that we have built with our customers and consolidate our reputation as the UK's leading provider of data integration solutions to print and managed services resellers," he said.

[www.purposesoftware.co.uk](http://www.purposesoftware.co.uk)

## Cloud endpoint backup opportunity

On October 26, Synaxon UK hosted a 'lunch and learn' event for MSPs in partnership with Autotask to highlight the potential of the vendor's cloud-based Endpoint Backup solution.

The dealer services group also outlined plans to offer a special membership package to enhance MSPs' business at the event. As well as education and support around services, this will provide one free seat for the Autotask PSA with full integration into EGIS - Synaxon's online portal, exclusive offers and discounts on all cloud services, and access to special regional focus groups and meetings. [www.synaxon.co.uk](http://www.synaxon.co.uk)

## Cherry signs deal with Beta Distribution

Cherry, the specialist in computer input devices, has signed a B2B sales agreement with Beta Distribution. As an official trade partner, the agreement will see Beta distributing the firm's portfolio of B2B solutions to accelerate sales and achieve a greater market presence in the UK. [www.betadistribution.com](http://www.betadistribution.com)

## M-Files partners with IT Governance

M-Files has announced a partnership with IT Governance, a provider of IT governance, risk management and compliance solutions, to deliver a framework that helps organisations comply with the GDPR.

M-Files is offering IT Governance's GDPR Documentation Toolkit as part of its information management solution to help organisations

## US software challenger supports local clubs in £1m Reading move

Colorado Springs-based Cherwell Software, LLC, which provides IT services to several British companies such as Sky Betting and Gaming and the National Trust for Scotland, has made a major investment into two well-known sports teams to increase its profile in the UK.

The company name features on the first team football and rugby kit worn by players of Reading FC and London Irish RFC who share the Madejski stadium for home matches during the 2017/18 season.

Cherwell recently received a \$50 million investment boost from global investment firm KKR and has tripled its sales organisation in the EMEA region resulting in a £1 million move to a new HQ at Green Park, Reading, close to the Madejski stadium. [www.cherwell.com](http://www.cherwell.com)

## Baroness Dean named guest speaker

The Rt Hon. the Baroness Dean of Thornton-le-Fylde will be the guest speaker at The Printing Charity 190th Annual Luncheon which takes place November 23 at Stationers' Hall, London.

Baroness Dean said: "The Printing Charity does a great job and I'm proud to be its 2017 President. I've enjoyed continuing my association with what is now a wide-ranging industry, as well as supporting the annual Print Futures Awards. The charity's Annual Luncheon is a brilliant networking event for people in the industry."

[www.theprintingcharity.org.uk](http://www.theprintingcharity.org.uk)



Baroness Dean and Georgia Irving (left), a papermaking apprentice



Teresa Johnson

## Johnson takes up key role at Tech Data

Tech Data has appointed Teresa Johnson to the post of Retail Account Director. In her new role, Johnson will be responsible for managing some of Tech Data's key retailer accounts and helping to develop the company's overall approach and strategy to consumer-facing partners.

Ross Turner, Head of Retail Sales at Tech Data, said: "We're investing strongly to ensure that retail customers get the best possible experience and can make the most of the opportunities that new consumer technologies bring." [www.techdata.co.uk](http://www.techdata.co.uk)



Jenny Hicks

## Jenny Hicks appointed Head of Technology

Jenny Hicks has been promoted to the role of Head of Technology for The Midwich Group. Hicks joined Midwich's technical division as an IP Video Specialist in 2012 and later progressed to the role of Technology Manager in 2013, responsible for managing the distie's portfolio of technical video brands. Following the launch of the technical division in 2015, she assumed the role of managing the company's technology specialists and technical support teams.

As Head of Technology, Hicks will predominantly focus on UK projects but the role has also been expanded to provide oversight of the Group's domestic and international technical projects, and will include working closely with the Group's technical vendors and exploring new technology ventures. She will also be responsible for providing insight and trend analysis to management in order to support the Group's ability to be agile and effective across all target markets. [www.midwich.com](http://www.midwich.com)

## Sharp creates new Commercial Director role

Sharp Europe has appointed Birgit Jackson to the newly created role of Commercial Director for its Visual Solutions business.

Jackson, who joins Sharp following almost nine years at NEC, will define Sharp's product line-up and portfolio strategy for the European sales regions, and drive the company's marketing and communication strategy. Her first projects will include new campaigns for BIG PAD, Sharp's range of interactive displays. [www.sharp.eu](http://www.sharp.eu)

## Tech Data to steer partners towards growth in gaming

Tech Data has stepped up its efforts to support customers in one of the fastest-growing sectors of the market by appointing Christian Cox as its new dedicated Business Development Manager (BDM) for Gaming within the Consumer Technology Group (CTG).

He moves from his previous role as Business Development Executive within the HP Systems team, a position he'd occupied for almost two-and-a-half years.

Cox joins a growing and very CTG experienced team who are supporting resellers, retailers and webstores in key areas of growth potential. In addition to PC gaming, they provide focus on

consumer PCs and components, home networking and smart home products, and VR and wearable devices.

Mark Glasspool, Director - Consumer Technology Group at Tech Data, said: "PC gaming is a massive area of growth potential. Christian's appointment underlines our commitment to supporting partners and customers in driving growth." [www.techdata.co.uk](http://www.techdata.co.uk)



Christian Cox

## New Head of Risk for BNP Paribas Leasing Solutions

Morgan Vessier has been appointed new Head of Risk at BNP Paribas Leasing Solutions UK. Vessier, who joined the BNP Paribas Group in 2005, succeeds Mike Quinn, who recently took over as head of the company's UK technology finance division. [www.leaseingsolutions.bnpparibas.co.uk](http://www.leaseingsolutions.bnpparibas.co.uk)

## Rising star to head Antalis office south

Antalis has announced that Marie Challis has become the new Regional Sales Manager in the office dealer channel covering the Southern Region.

Challis will report into Antalis Office Divisional Director, Tim Percival and be tasked with putting her vast knowledge of the business and the wider industry to good use in order to hone client relationships, drive new business and increase market share within the buoyant Southern region. [www.antalis.co.uk](http://www.antalis.co.uk)



Marie Challis

## Exertis strengthens purchasing team

Exertis has announced the appointment of two directors to its purchasing team. Kati Eagle has been promoted to the role of Purchasing Director IT/Mobile based in Basingstoke and Stephen Davidson has been recruited as the Purchasing Director for the consumer division, based in Harlow. Both will report to Mark Kahr, Exertis UK Purchasing Director.

Eagle has been head of purchasing at Exertis for the past three years. She has considerable experience within the industry

having previously worked for nine years in commercial roles in distribution and for eight years as a buyer at PC World Business.

Davidson joins from QVC where he was the buying director for the home innovations category (IT, CE, mobile phones, gaming and household electrical) for more than eight years. Prior to that he was category manager at Woolworths for nine years. He has also worked at Tesco and John Menzies in various buying and merchandising roles.

[www.exertis.co.uk](http://www.exertis.co.uk)



Stephen Davidson



## New team member signals increased investment in consumables

Peter Davidson has joined InkTec's sales team as Senior Business Development Manager, a move that reveals a shift in business direction for the firm. While the company continues to focus on the ever increasing sales and installations of JETRIX printers, Davidson has been brought on board to principally concentrate on inks and media.

With significant experience within the large format printing sector, including formerly working with Colourgen, he brings a wealth of knowledge. His remit is to increase the inks and media business within InkTec, which will also see an expansion of the media range and building stronger relationships with distributors and resellers. [www.inktec-europe.com](http://www.inktec-europe.com)



Peter Davidson

## Nimans appoints Director of Major Accounts

Nimans has appointed former Tech Data (Azlan) Managing Director Colin McGregor, as its first-ever director of major accounts. McGregor, who has worked in the IT distribution sector for two decades, will manage sales opportunities with IT service providers, carriers and general customers.

[www.nimans.net](http://www.nimans.net)

## M-Files appoints new VP of sales

M-Files Corporation has hired Stefan Recher to expand its market footprint in Europe. In this new role, Recher will oversee direct sales programmes and activities in continental Europe to accelerate the adoption of M-Files in this key region. Recher brings more than 20 years of experience in building and accelerating revenue to M-Files. [www.m-files.com](http://www.m-files.com)

## Toni Gibiino joins ABC Managed Solutions

ABC Managed Solutions has announced the appointment of former RDT Office Solutions Marketing Director, Toni Gibiino as its new Marketing Director. Owner and CEO, Steve Burgess said: "ABC is an ambitious, agile business with a diverse technology portfolio. Toni brings to us a wealth of knowledge and experience in the field of digital marketing and sales enablement, in this rapidly changing industry. His appointment gives us a significant boost in the area of marketing,

increasing our awareness and enabling our sales people to reach new markets and opportunities."

"As a marketer, ABC provides the perfect canvas to develop a UK leading brand in the managed print and document management arena. Clients love us, it's an agile, enthusiastic working environment and the culture of the business encourages innovation. It has all the characteristics you look for when joining a new organisation," Gibiino added.

[www.itsaseasyasabc.co.uk](http://www.itsaseasyasabc.co.uk)



Toni Gibiino

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# KYOCERA arms customers in the cybersecurity fight

James Chantler, Product Marketing Manager – Software and Solutions at KYOCERA Document Solutions, spoke to *PrintIT Reseller* about the launch of KYOCERA SecureAudit, a solution that allows users to quickly and easily identify potential security weaknesses within their printers

**Thought to be a world first, KYOCERA SecureAudit is designed to help organisations better manage the risks posed by complex cyber threats to corporate networks and adapt to strict data protection safeguards required by the forthcoming introduction of the GDPR next May.**

Developed in the UK by the OEM's product development team, it provides a simple method for users to scan their KYOCERA MFP for any potential vulnerabilities, such as devices set with default admin passwords and open ports, flagging any weak spots.

KYOCERA SecureAudit will be offered within the OEM's suite of application software, powered by HyPAS. Developed around real business needs and challenges, there are now a number of off-the-shelf or custom-built HyPAS apps, many of which are available free of charge or on a trial basis to customers.

Chantler said that the company has launched SecureAudit as part of its ongoing drive to do the right thing by its customers. Just like other IoT devices, printers are now connected to the internet as well as corporate networks creating a massively expanded threat surface. Without adequate protection, cyber-attacks can easily gain access to unencrypted and other (personal) data available across entire IT networks.

## Weak spot in security

Now, more than ever, security is paramount for any business. Recent research by Quocirca estimates that of the millions of business printers in the world, only two per cent are secure. The study confirms print and document data management infrastructure is a weak spot in security, with 63 per cent of businesses surveyed experiencing one or more print-related data breaches.

"The development [of SecureAudit] was a direct result of the upcoming GDPR and the recent increase in stories about printer hacking. We quickly identified that



an easy to use app could really help advise customers on best practice when setting up a device on a network," Chantler explained.

"When it comes to the security of our devices in particular, there is a great deal of noise being made in the industry and even a certain degree of fear-mongering," he added. "At KYOCERA, we want to be an advisor to our customers, giving them the tools which will enable them to make informed decisions when it comes to protecting their devices, rather than scaring them with stories of what will happen if they don't."

According to Chantler, MFPs and printers are often installed without anyone thinking about how many devices still have the default admin password; have all ports open, even if they do not intend to use them; and have documents saved to the hard drive, but not encryption.

"Historically, these kinds of questions have not been asked, but SecureAudit helps busy IT administrators easily identify possible vulnerabilities like these and then gives them access to advice on how to overcome them," he said.

SecureAudit can be sold in a number of ways depending on the opportunities that present themselves.

"It can be simply installed on a device and an administrator can run the application. This may then form the policy for all other devices," Chantler explained, adding: "Another option is to include this as part of a device audit, provided the end-user is running compatible KYOCERA devices. The application can then be run and recommendations made from the results."

## Positive reception

The application has only been available for a few weeks, but Chantler confirmed that the company has several partners evaluating the product (with positive feedback) and some end-user installs are scheduled. "The reception has been very positive. Security is such a key topic for end-users at the moment and the launch of SecureAudit has not only raised awareness in the channel, but has also confirmed to many that we are taking this topic seriously and that we want to work with our partners and their customers to ensure they consider all of their security options," he said.

The imminent arrival of extensive potential fines, of either four per cent of turnover or €20 million, imposed by the impending GDPR is a huge incentive for organisations to sort out print security now. "Data and printing go hand in hand and so it only stands to reason that a regulation which will transform the way organisations think about personal data should also transform the way that they think about print," said Chantler. "By adding SecureAudit to our existing security measures, we are providing businesses with greater peace of mind that they are doing everything they can to ensure data security."

KYOCERA offer various print, scan and copying security apps helping print and document management to be cyber secure. Biometric identification and user authentication such as Net Manager, which only releases print jobs once a user has identified themselves at an MFP, data encryption, data overwriting processes and automatic deletion processes are examples of the measures available to certify security.

[www.kyoceradocumentsolutions.co.uk](http://www.kyoceradocumentsolutions.co.uk)

The development [of SecureAudit] was a direct result of the upcoming GDPR and the recent increase in stories about printer hacking



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# Kodak Alaris launches new scanners and software at Technology Exposed 2017

Kodak Alaris unveiled the new Alaris S2000 Series network/wireless and USB-connected desktop scanners, and showcased its award-winning software and services at Technology Exposed 2017

**Hosted by Midwich, the flagship event which took place at Mercedes-Benz World, Surrey on October 11-12, provided the global solution provider with an ideal platform to unveil the next wave of the Alaris IN2 Ecosystem, a powerful combination of best-in-class scanners, software, services and partnerships, designed to take complexity out of information capture, to simplify and improve the way people work.**

Making its debut at the show was the new Alaris S2000 Series which includes two USB-connected models (Alaris S2050 and S2070) and two network/wireless models (Alaris S2060w and S2080w). The scanners boast rated speeds between 50 and 80 pages per minute (ppm) and increase productivity by automating much of the work traditionally done by people and host computers.

The company is marking this major launch with a series of trade-only cashback offers. Resellers can benefit from £25 cashback on the S2050 and £50 when purchasing the S2070 scanners. The two wireless models – S2060W and S2080W come with £75 and £100 cashback respectively. The incentives run up December 31.

Compact, powerful, and easy to use with a robust feeding system that efficiently handles a wide range of media, the S2000 Series Scanners are feature-rich. Productivity-boosting features which increase the speed and efficiency of day-to-day workflows include: Embedded Image Processing which delivers crisp, clear images without requiring a high-powered (or expensive) host PC; Breakthrough Active Feed Technology aligns the leading edge of paper to avoid multi-feeds and misfeeds; and Controlled Output Stacking places paper neatly in the output tray. Users benefit from spending less time preparing documents for scanning and dealing with messy output stacks.



Three optional flatbed accessories can be integrated with the scanners for increased versatility and productivity. For example, the S2000 Series is designed to 'dock' on top of the new Alaris Passport Flatbed Accessory, offering a quick and easy solution for scanning passports, ID cards and other small, fragile documents.

### New generation of software

A new generation of software from Kodak Alaris offers flexible and powerful batch capture for a wide range of industries and vertical markets, and is particularly effective for BPOs and centralised mailrooms. Also on show at Technology Exposed was Alaris Capture Pro Software v5.5, a dedicated workstation-based information capture solution that ensures security and reliability without depending on internet connectivity for scanning and processing.

Capture Pro Software seamlessly delivers information to databases and applications, including Enterprise Content Management (ECM) systems and Microsoft SharePoint Online (Office 365). It is also ideal for high-performance distributed scanning environments and has been optimised to work seamlessly with the new S2000 Series.

Alaris Info Input Solution and Info Input Express are web-based and mobile capture applications that are easy to implement and use for workers who regularly scan across departments and enterprises. Info Input Solution and Express enable effortless information capture from scanners, smart devices (via mobile app), and digital files (including email) from one application. Info Input Express Limited



Owen Balloch,  
EMEA Marketing  
Manager,  
Kodak Alaris

**The Alaris Partner Program is designed to enable channel partners to grow their businesses**

Edition is bundled with every S2000 Series Scanner.

### A flexible platform for growth

Partner and developer communities play a vital role in the IN2 Ecosystem through their ability to connect, configure and create new solutions that meet customer needs.

Anne Valaitis, Senior Consultant, InfoTrends described Alaris IN2 as a packaged answer to the demands of information and content. "Working with their heritage and history of image science, and further placing a greater emphasis on an ecosystem that includes strong partnerships, Kodak Alaris' goal with the IN2 solution is to focus in key areas that can benefit most from a combination of capture hardware, software and services delivered by strategic partners," she said.

"Today's complex data environment requires an integrated approach to information capture that includes industry leading scanners, software, services, and a global network of trusted partners," said EMEA Marketing Manager, Owen Balloch.

He added: "The Alaris Partner Program is designed to enable channel partners to grow their businesses by offering best-in-class technology and sophisticated solutions and services. It includes a new partner portal which provides a variety of tools and resources to enable resellers and distributors to better connect with customers, and grow – through lead generation, expanded rewards and marketing programmes, greater margin opportunities and solutions that help partners secure recurrent revenue streams and win in the marketplace."

The new scanners and software solutions are available immediately from Midwich and Northamber.

[www.kodakalaris.co.uk/go/IMnews](http://www.kodakalaris.co.uk/go/IMnews)





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# Solving the UK's productivity puzzle

How do you solve a problem like productivity? A hot-topic for a number of years, a lot of time has been spent discussing the so-called 'productivity crisis' that seems to be plaguing UK businesses



**The latest international comparisons of UK productivity released by the Office for National Statistics suggest that output per hour worked in the UK remains below the average for countries with similarly advanced economies. Simply recognising the issue won't be enough to rectify it.**

A quick and convenient rejoinder is that 'technology is the answer'. Whether seeking the reasons behind the UK's productivity stall, or the solution, there's no doubt that technology has come to be deeply associated with the issue.

At a recent debate on the future of Scotland's health service, for example, a government advisor observed how investment in digital technology had in fact resulted in some tasks taking longer than they did using paper. This suggests that technology is part of the problem, rather than the solution.

Recent research from Sharp supports this, revealing that ineffectual technology plays a major role in wasting the country's working hours. The average UK office worker wastes 40 minutes per day because of slow or inefficient technology, with 17 minutes wasted on printing alone.

This is the equivalent of 168 hours or four weeks of dead time each year. More time than the average UK worker spends on holiday.

Furthermore, over a third (34%) of workers feel that simple tech issues such

as bad internet connectivity are holding them back. Documents not being stored in correct or easy-to-share places was also a big problem for 33% of those surveyed.

Almost a quarter (24%) of workers claim to have missed deadlines because of the technology in their office, which can often have a domino effect on other tasks and projects.

More than three out of every five UK workers (64%) feel they would be more productive if their office had better technology, saying that up-to-date tech would allow them to do better work with more people.

By comparison, less than half of those based in Sweden (44%), the Netherlands (43%), Poland (46%), the Czech Republic (48%) and Hungary (48%) felt that they needed better technology to be more productive. It seems that the UK in particular struggles due to a lack of parity between what workers feel they need and what they actually have.

These numbers clearly show that something about the technology we use in the modern workplace is hampering productivity. But is this the technology itself or are there other factors at play?

Although more than three quarters (76%) of UK employees feel that their

office's technology is out of date, the solution may not be as simple as a complete equipment overhaul. The survey of over 6,000 people from nine European countries also revealed a surprising lack of knowledge and skills, especially among millennials.

This lack of tech know-how appears to exacerbate the problem: 28% of Brits say their time is wasted by colleagues who don't know how to use commonplace office technology such as printers, while a fifth (20%) admit to not being able to follow a remote meeting because they haven't been given the requisite training to do so.

Among those aged 16-34, 45% admit that they don't know how to use all of the technology they're expected to use as part of their job, compared with just 27% for the over 55s. If we break this age group down further, we see that over half of 16-24 year olds (52%) admit to completely avoiding workplace technology because it's too complicated.

This is even more startling in comparison with older workers. Though there is a widespread stereotype that older generations are not as tech-savvy, among those aged 55+ far fewer (30%) said they had avoided technology at work because it was complicated.

Overall, a worrying 32% of Brits confessed to pretending that office equipment was broken just so they



The average UK office worker wastes 40 minutes per day because of slow or inefficient technology, with 17 minutes wasted on printing alone



wouldn't have to use it. This rises to 42% for those under the age of 35, further suggesting that young workers may struggle with day-to-day office technology.

This hints at a much wider issue. Younger staff may not be getting the training they need when they enter the world of work. Professor Dr Sascha Stowasser, Director of the German Institute for Applied Work Sciences, believes offices need to provide further training to all staff.

"Employees are confronted with a large number of new technologies, particularly in the age of digitisation. But further training and life-long learning can do away with the fear of using the new technologies," he said.

Stuart Sykes, Managing Director, Sharp UK added: "Having cutting-edge technology in the workplace is pointless if people don't feel confident enough to use it, so it's vital that businesses invest in training and support for their staff."

The survey results reinforce the fact that shiny new technology is not always an answer in and of itself. Ensuring workers' ability to engage with technology should be an equally pressing concern if businesses are serious about boosting development and output.

This concern is pressing in an increasingly digital environment, says Sykes. "Digitisation today has started to have a real visible impact on the way people want to work, and their technology preferences. For example, the use of smartphones in addition to laptops and traditional office programs has created a far more complex ecosystem of digital tools and digital sources of information."

When tasked with using unfamiliar technology, there is a danger that workers will simply resort to using systems that they are well versed in. Younger employees in particular are used to the immediacy and ease-of-use of smartphones and tablets, which means that more and more people are choosing to use their own devices in the workplace. In fact, 41% of those surveyed said they preferred this option because it was easier.

While workers may prefer using their personal devices, if this is not explicitly sanctioned and planned for by employers, the benefits – if any – are short-term. Navigating a plethora of different devices can waste valuable time, especially as colleagues attempt to collaborate across software and platforms that were never designed to complement one another.

This can create a disconnect between individuals, which may alter the dynamics of the wider environment. Not to mention the security risks associated with downloading sensitive workplace data to



unencrypted personal devices.

The research found that a quarter of respondents (24%) admitted to storing work information in the public cloud even though they are not permitted to do so. Just under a quarter (23%) of workers use public file sharing services for work information even though they're not allowed to, and 31% take work home to complete despite being told otherwise.

When individuals flout office procedures and rules in this way, the overall efficiency of the wider team suffers. Of even more concern, however, is the fact that employees may be inadvertently violating several data protection laws. With the new GDPR regulations looming on the horizon, this should be a bigger concern now than ever before.

The buck does not stop purely with digital information either. Just under two-thirds of workers (59%) reported that colleagues leave printed pages in the printer tray, heightening the chances of documents being seen by the wrong pair of eyes.

Behaviour that places company data security at risk is even more worrying when 1 in 12 people (8%) admit to having

access to confidential information that they shouldn't have. All of this begs the question, do businesses really understand which solutions do or do not work for their employees? Far from being a one size fits all solution, should businesses take a more bespoke approach, implementing solutions with specific users in mind?

Professor Dr. Sascha Stowasser believes that people's expectations surrounding technology are changing: "People no longer use a device if the basic principles of usability are not fulfilled. For a device to be usable it needs to be easy to learn, intuitive, have a low error rate and it needs to satisfy a need."

"Conversely, if a device is difficult to use, unintuitive, error-prone or doesn't satisfy a need, then people will not use it. This leads to demotivation and less productivity. Therefore, companies need to think about these principles with every new IT purchase they make. If technology is not used extensively and in a manner that is meaningful, then it obviously requires a change."

Stuart Sykes agrees that companies need to do more to ensure they are taking user needs into account: "At Sharp we not only look at how devices can help with the needs of businesses, but also how our devices can become more intuitive and open to a wider range of users. New technologies should support the people who use them on a day-to-day basis, not prevent them from working productively."

To learn more about the research, and how to unlock a more productive workplace with expert tips from Professor Dr Sascha Stowasser, visit: [www.sharp.co.uk/unlock](http://www.sharp.co.uk/unlock).

**Research found that a quarter of respondents (24%) admitted to storing work information in the public cloud even though they are not permitted to do so**

**SHARP**

**Is your office technology making you less productive?**

In the era of the digital transformation, there are many technologies that are supposed to make us more efficient. However, technology only improves productivity if it is easy to use. If it isn't, it has the opposite effect. According to a Sharp survey with office workers in the UK, many people avoid using technology if it is too complicated and want newer more consumer-friendly tools. See how you compare to the average UK office below and download our white paper at [www.sharp.co.uk/unlock](http://www.sharp.co.uk/unlock) for advice from productivity expert Professor Sascha Stowasser.

ONE QUARTER ADOPT USING TECHNOLOGY AT WORK BECAUSE IT'S TOO COMPLICATED

ONLY ONE IN TWENTY FEEL CONFIDENT ORGANISING AN ONLINE MEETING

ONE IN FIVE PEOPLE ADOPT USING TECHNOLOGY IN THEIR OFFICE HAS MADE THEM MORE PRODUCTIVE

ONE IN FIVE REPORTS EQUIPMENT HAS IMPROVED THEIR WORKING LIFE TO USE IT

ONE IN FIVE REPORTS BELIEVE THEY ARE EASIER

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# The wide-format print opportunity

Resellers looking to increase customer stickiness, could look to wide-format printers as a new revenue opportunity. *PrintIT Reseller* spoke to some of the leading brands to find out more

**PITR:** Could you provide a brief overview of the market for entry-level wide-format printers?

**Phil McMullin, Sales Manager, Epson UK:** "Epson's entry-level wide-format range is the SureColor T Series and we see this as a solution for in-house production, Point of Sale and Print Service Providers (PSPs) looking for a high quality machine

with a low cost entry into this sector.

"The RRP for a basic model SureColor SC-T3200 is £1,727 plus VAT. Epson is a great partner for those entering wide-format and anticipating growth, because we can support them with a technology migration path moving forward.

"Over the last 12 months the demand for entry-level machines has been steady, possibly due to the less certain economic climate. For Epson, a lot of business is replacement work, testament to the fact that users like the equipment!"

**Anne Sharp, UK&I Large Format Marketing Manager, HP Inc:** "Digital wide-format printing continues to be one of the most significant growth areas in the entire print industry. InfoTrends projects that print volumes will experience a compound annual growth rate (CAGR) of over 9 per cent until 2019. This continued growth is the collective result of increased adoption, new technologies and an



Phil McMullin

expanding range of applications such as soft signage, rigid panel printing, textiles and decoration."

**Ken Hanulec, Vice President of Marketing, EFI Inkjet:** "It is easier today for businesses to get into the market with profitable, high value wide-format inkjet than it has been in the past. EFI has developed a wide-format line of printers, including the 1.6m EFI Pro 16h hybrid roll/flatbed printer that offers the tremendous benefits available with grayscale imaging, standard white ink and energy-efficient LED imaging.

"The market growth opportunity is



EFI Pro 16h

## Product Showcase



### Epson SureColor SC-T3200

The Epson SureColor SC-T3200 is a single roll, 24-inch wide-format printer which produces four colour work. Equipped with Epson's own PrecisionCore TFP Micro Piezo printheads and run with its UltraChrome XD inks this is a high quality, productive and cost-effective printer. It can run substrates up to 1.5mm thick and it can output an A1 print in just 28 seconds.

There is 1GB of RAM for ultra-fast image processing and an optional 320B HDD for job catching and recall. The SC-T3200 also has the option of PostScript support for enabling PDFs to be handled with no additional drives.

The SC-T3200 features sleek styling, a compact footprint, low noise levels and front operation and it fits easily into an office or

a production environment. Typical applications for this model are businesses in design, commercial print, copyshops, architecture, building, engineering, retail and education.

There is a migration path to the SC-T5200 36-inch or SC-T7200 44-inch models or to other SureColor wide format equipment in the Epson range. It is also possible to add scanning option to the SC-T3200 to make it into a full multifunctional printer.

### New HP entry-level latex solutions

The new 54-inch HP Latex 115 Printer offers the most economical entry point into sign and display printing services using high-quality, water-based HP Latex technology. It delivers high image quality across a wide range of applications for indoor and outdoor signage. The HP Latex 115 model is also available in the Print and Cut series, providing an end-to-end solution for producing applications such as labels, decals, stickers, customisable clothing, window graphics and many more applications.

The dual-device solution delivers simultaneous and continuous printing and cutting in a single, integrated workflow. Additionally, the printers enjoy seamless integration with HP Signage Suite and



large from the standpoint that commercial print businesses who are not offering these services now can affordably bring wide-format production in house and gain a greater share of their clients' marketing spend. There is also a large opportunity among corporate in-plant printing departments – universities and businesses that currently perform digital printing but end up spending a lot of money outsourcing wide-format printing, can operate more efficiently and cost-effectively with a printer like the Pro 16h."

**PITR: What are some of the key developments on new devices and how are these expanding the market?**

**Phil McMullin:** "Epson is unique in supplying its machines with home developed and manufactured piezo thermal inkjet heads and inks. Epson developments focus on enhancing quality and the printheads do get better and better and are unmatched by our rivals."

"The inks are also evolving with greater water- and light-resistance and water-repellence. It is possible for users to increase the ink capacity on their printers and this can make inks even more economic."

**Anne Sharp:** "Multifunction printers have been growing steadily at 21 per cent CAGR between 2011 and 2016. In fact, that growth has been kick started by HP, after introducing the industry-first integrated multifunction printer in 2010,

giving customers the ability to scan, copy and print large format with one integrated device."

**Ken Hanulec:** "One of the key developments has been building the type of distribution channel and service operation that can be most effective for entry-level users who are moving into production-volume wide-format printing for the first time."

"Many of the customers moving into this market are digital commercial print shops and in-plants. In recognising our customer base's needs, EFI has worked to develop stronger partnerships with key suppliers in that market like Konica Minolta and Ricoh. Those two companies have tremendous reach and day-to-day interaction with the print operations that are moving into this space and we are now re-selling our entry-level wide-format printers through those companies."

"It is an important expansion of the portfolio for Konica Minolta and Ricoh where they can be more direct problem solvers to their existing customers, and it brings EFI's presence as a wide-format technology provider to a customer base that is probably mostly familiar with us as a developer of Fiery digital front ends."

**PITR: What segments are you seeing most traction in?**

**Phil McMullin:** "For us the focus is on POS and Print Service Providers (PSPs) and we have seen some expansion in the



Anne Sharp

corporate market where businesses are looking to bring print in-house to increase flexibility and reduce costs."

**Anne Sharp:** "We are seeing significant traction in two key areas; the move from single-function to multifunction in the architecture, engineering and construction (AEC) market and the growth in the signage/ decoration market for HP Latex Technology with the versatility of these printers to print on a wide breadth of substrates from vinyl, canvas through to wallpaper and textiles."

**Ken Hanulec:** "From a customer base standpoint, there is growth among university and corporate in-plant centres and small to midsize commercial print shops, including franchise networks. In terms of market applications, we are seeing growth focused in the growing need for

*Continued...*

HP WallArt in the HP Applications Center, free online solutions for simple web-based, design and ordering of large-format jobs 24/7.

**The HP Latex 115 printer offers:**

- Easy, intuitive operation, with automatic maintenance as well as an X-axis cutter
- Prints that come out dry, odourless and ready for same day finishing and delivery thanks to water-based HP Latex technology
- High quality production with high resolution prints delivered by up to 1200 native dpi across a range of applications
- Six-colour printing for high image quality and smooth transitions

**The HP Latex 115 Print and Cut solution offers additional features:**

- HP Latex Basic Cutter with HP barcode and Optical Positioning System (OPOS) for fast job recognition and reliable cutting
- Unique HP FlexiPrint and Cut RIP for optimised workflow management from a single point and with barcode integration.

**Both models are available now, starting at £8,400 RRP.**



Epson SureColor SC-T3200

*more...*

...continued

high quality point-of-purchase graphics, outdoor graphics and some speciality/ unique applications such as printing direct to unusual substrates like wood or metal.

"While many customers want and need the flexibility to print roll-to-roll and flatbed on a hybrid device, the ability to print direct to rigid substrates continues to drive more value in terms of profit opportunity for our customers. Rigid work tends to sell for a greater price per square metre, and EFI is making continued investments in our wide-format product line to help increase the productivity and value of rigid-substrate printing."

**PITR: Are entry-level printers a strong growth area and what is driving demand?**

**Phil McMullin:** "There is a demand for stand out quality at an affordable price and the ability to handle larger sizes than would be standard in a normal office environment."



Ken Hanulec

**Anne Sharp:** "In particular within the AEC market, the growing need for collaboration between companies and geographies, having large format devices that enable this through the ability to scan and share as well as copying and printing as an all-in-one device, brings true business benefits to a small company without the need for a huge initial investment."

**Ken Hanulec:** "Demand for wide-format graphics overall is driving growth in wide-format. While there are some segments of the wide-format space that are somewhat commoditised, much of that market maintains a higher margin for our customers compared with other types of print. As a company, EFI is seeing growth across the board in wide- and super-wide-format production printing, especially with LED inkjet. Knowing what LED can do for our customers, it was a big step for us to bring production-class LED as an entry-level product a few years ago. We had identified that as a gap in what was available and the feedback from our customers is that we have given them a path to growth with a wider range of print applications."

"Customers want the energy savings and media versatility they can get with LED and the fact that it uses long-life, instant on/off curing lamps reduces the amount of wasted prints due to decaying lamps. Our newest entry-level hybrid printer, the EFI Pro 16h, will create even more growth opportunities for customers because it can operate significantly faster – up to 30 per cent faster in some production modes – with the included benefit of a built-in Fiery proServer for very fast, streamlined prep, RIPing and production."



HP Latex 115 + cutter

**PITR: What are the benefits for resellers in offering this type of machine?**

**Phil McMullin:** "For most resellers wide-format is a small percentage of their turnover but if they don't have something to offer they are going to be open to another company with a comprehensive portfolio taking business away from them. There are good opportunities out there for this technology."

**Anne Sharp:** "HP is the market leader across many large format markets and is renowned as an innovative technology brand reinventing printing and enabling our customers to expand their possibilities through our products and solutions. Any reseller partnering with HP will be able to access the widest portfolio of large format products and solutions from the market leader."

[www.epson.co.uk](http://www.epson.co.uk)  
[www.hp.com/graphicarts](http://www.hp.com/graphicarts)  
[www.efi.com/en-gb](http://www.efi.com/en-gb)

While there are some segments of the wide-format space that are somewhat commoditised, much of that market maintains a higher margin for our customers

# Product Showcase

**Canon PRO 6000**

Canon Europe launched the new PRO-6000 12-colour large format professional inkjet printer to complete the imagePROGRAF PRO series. The PRO-6000 offers unsurpassed photo printing with a 12-colour ink system, dual-roll printing for excellent productivity and a space-saving design. As the largest model with the largest ink



system, the imagePROGRAF PRO-6000 rounds off the full line of printers in the Canon PRO series.

The PRO-6000 can print up to 60 inches wide and with its 12-channel system, it is the largest 12-ink printer available on the market.

The newly developed Multifunction Roll System enables unattended use for multiple purposes using different media types with a single printer. In addition, simultaneous loading of the two types of black ink allows loss-free and automatic ink switching across various media. With a powerful L-COA PRO high speed image processing engine, the new PRO-6000 is capable of processing large volumes of high-res images and data with ease. As a result, the new device enables poster-quality printing at a faster speed of current imagePROGRAF 12-colour models. Full connectivity and Wi-Fi functionality ensures optimum productivity for busy environments through seamless integration with existing networks. The compact design of the PRO-6000 also makes it ideal for space-pressed print operations and other businesses that had forgone the introduction of a large format printer. [www.canon.co.uk](http://www.canon.co.uk)





# 10 Reasons to buy from Tech Data

Tech Data work in close partnership with HP Inc to deliver innovative and creative solutions utilising HP Inc market leading technology and services to meet the every evolving needs of the print market.

Offering a product range than can cover the full spectrum of user and requirements, Tech Data has developed and refined what we believe to a best in class print project deployment service, with project management and Pre Delivery inspection able to handle large complex projects.

## Market Leaders

Tech Data Corporation is one of the world's largest wholesale distributors of technology products, services and solutions. With state of the art logistics facilities, configuration capabilities and value added services, we enable more than 105,000 resellers to efficiently and cost effectively support the diverse technology needs of end users in more than 100 countries.

## Range of products available

Tech Data offer our customers exceptional product choice with more than 30,000 stock items from over 150 leading manufacturers available for next-day delivery.

## One Trading Platform

Tech Data's website featuring our InTouch ecommerce tool, vendor portals, credit services and more is designed to provide a user friendly environment that saves you time and money.

## Online Check Functionality

Real time stock availability and pricing means you can check our warehouse shelves in one click giving you the confidence the stock you need is available for next day delivery.

## Promotions and Bid Portal

Get the best price online, every time with promotions updated daily. Special bids page shows all deal registrations in one place with end user, agreement number and vendor details listed along with available quantity and valid till information.

## Order Tracking and PODs

Find all the post-sale info you need in one easy and simple place. Our order tracking page shows backorder status, and once shipped displays duplicate Dnote, invoice, serials and PODs along with real time courier tracking.

## Discounted freight online

To make placing orders with Tech data easier and cheaper than ever, you receive 25% off on freight for all orders placed online.

## Optimised for Mobile Devices

Track all of your orders when you're on the move in a clean and easy to view layout. Transfer baskets to colleagues in the office, or hide pricing to use our site in an interactive sales meeting with your customer.

## Access to marketing tools

Tech Data's Marketing Portal provides template resources for email campaigns, web banner and brochures to help you drive co-ordinated and effective marketing campaign.

## Credit elevator programme

Last year we increased our credit line to hundreds of customers to enable them to grow their businesses. If you utilise 75% of your available credit and settle your account by Direct Debit, your credit could be automatically increased.\*

# Product Focus



## HP LaserJet Pro M402dne

### Key Points/Features

- Fastest first page out
- Fast two-sided printing
- Easy mobile printing

Part code: 3951821

Manu code: C5J91A#B19



## HP LaserJet Enterprise M506dn

### Key Points/Features

- Accelerate your work and use less energy
- Unparalleled fleet security and management
- Stay connected with secure mobile printing

Part code: 3526838

Manu code: F2A69A#B19



## HP LaserJet Enterprise M506x

### Key Points/Features

- Accelerate your work and use less energy
- Unparalleled fleet security and manage
- More pages, performance, and protection

Part code: 3526837

Manu code: F2A70A#B19



## HP LaserJet Pro M501n

### Key Points/Features

- Big results, small footprint
- Get strong protection and easily manage your fleet
- More Pages, performance, and protection

Part code: 3776932

Manu code: J8H60A#B19

Contact your Account Manager for further details and pricing or

**About Tech Data:** Tech Data connects the world with the power of technology. Our end-to-end portfolio of products, services and solutions, highly specialised skills, and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow and advance. Tech Data is ranked No. 107 on the Fortune 500® and has been named one of Fortune's "World's Most Admired Companies" for eight straight years. To find out more, visit [www.techdata.com](http://www.techdata.com) or follow us on Twitter, LinkedIn, and Facebook.





## HP LaserJet Pro M501dn

### Key Points/Features

- Big results, small footprint
- Get strong protection and easily manage your fleet
- More pages, performance, and protection

Part code: 3776570

Manu code: J8H61A#B19



## HP Officejet Pro 8720 All-in-One

### Key Points/Features

- Affordable, professional colour
- Innovative design for superb office productivity
- Mobile printing, that keeps your business covered

Part code: 3844494

Manu code: D9L19A#A80

## HP PageWide Pro 477dw

### Key Points/Features

- Multi-function - print, copy, scan, and more
- Get the lowest total cost of ownership and fastest speeds in its class
- Get professional-quality colour documents, fast two-sided scanning, plus best-in-class security features and energy efficiency
- For teams of 5-15 people printing; prints up to 4500 pages/month
- Prints up to 55 pages per minute

Part code: 3753872

Manu code: D3Q20B#A80



# Tech Data Pre Delivery Inspection Service



TechData

For  
as little as  
**£18**  
PER UNIT

## Offer your customers a plug and print experience

Whether you specialise in printer sales or are dealing with a one off print deal, why not take advantage of Tech Data's Pre Delivery Inspection Service to eliminate the risk of potential problems such as DOA printers, end user downtime and other inconveniences that disrupt printer installation and give a poor customer experience.

Tech Data's PDI Service pre configures printers before they arrive so that any inconvenience for your customer is completely removed and replaced with a plug and print experience.

### PDI service includes:

- Unbox
- Install Cartridges
- Initialise/Calibrate
- Set up Data/Time/Location
- Set up Paper Tray – Size and Media
- Test ADF/ Scanner Assembly (MFP Only)
- Run Test print to assess print quality
- Repackage
- Box Itinerary check

## Tech Data PDI Service Pricing

Number of units	Description	Category	Price per unit
0 – 49	Desktop Laser	Standard PDI & IP Config	£25.00
0 – 49	Desktop Pagewide	Standard PDI & IP Config	£25.00
0 – 49	Large A4	Standard PDI & IP Config	£30.00
0 – 49	A3	Standard PDI & IP Config	£35.00
50 – 100	Desktop Laser	Standard PDI & IP Config	£20.00
50 – 100	Desktop Pagewide	Standard PDI & IP Config	£20.00
50 – 100	Large A4	Standard PDI & IP Config	£25.00
50 – 100	A3	Standard PDI & IP Config	£33.00
101 – 200	Desktop Laser	Standard PDI & IP Config	£18.00
101 – 200	Desktop Pagewide	Standard PDI & IP Config	£18.00
101 – 200	Large A4	Standard PDI & IP Config	£23.00
101 – 200	A3	Standard PDI & IP Config	£30.00

Bolt On Pricing	Dealer
Input Accessory (additional trays etc.)	£4.00
Output Accessory (Stacker Staplers etc)	£4.00
Firmware Update	£5.00
Software Install	£4.00
Internal Accessory	£4.00
TCP IP Set up	£4.00
Asset Tag	£2.50

Introductory offers,  
competitive quotes  
and further discounts  
are available



Options are also available to include installation services including delivery, unpacking and connection, disposal of packaging and machine demonstration if required.

Contact your Account Manager for further details  
and pricing or email [print&supplies@techdata.co.uk](mailto:print&supplies@techdata.co.uk)

TechData®



# Opening up the large format market

Andrew Hall, Marketing Manager, OKI Systems UK, shares his thoughts on how print providers can stand out from the crowd in an increasingly crowded marketplace

**Creative designs come in all shapes and sizes, putting pressure on the graphic communications industry to provide high quality results for clients with maximum visual impact, which means every provider is looking for new ways to differentiate their business.**

To meet these requirements, print providers need reliable large format graphic arts printers that deliver brilliant colour, photo quality detail and lasting, high durability results for both indoor and outdoor applications.

For many of these businesses, finding the right technology solution is an increasingly urgent concern.

As the markets in which they operate become more and more competitive, businesses are seeking fresh opportunities and new revenue streams, requiring access to a wider range of versatile media in order to provide the greatest variety of high quality applications.

## Scoping the challenge

To deliver business advantage against their peers, they need to find ways to make shorter run lengths, faster turnarounds and high output quality more profitable. That's one part of the equation, but at the same time, hard-pressed graphic communications businesses are also facing an ever-growing range of customer driven demands.

The pressure to deliver high impact results is increasing all the time. Today's businesses demand vibrant colour and sharp photo quality detail from graphic arts printing. Added to this, maintaining productivity is essential in busy printing environments, making equipment downtime costly, compromising service levels and risking reputation.

## Inside and out

Moreover, there are a range of challenges that impact both indoor and outdoor applications. Sunlight, pollution and other weather conditions cause outdoor signs, banners and vehicle wraps to fade and degrade. To ensure customer satisfaction and repeat business, outdoor media needs to be robust enough to withstand sunlight,



changing weather conditions, pollution and other external factors. This calls for stronger, and often potent inks and, in the past, meant different machines for printing indoor and outdoor applications.

This put further restrictions on large format businesses. After all, providing indoor applications is a growing market where high quality prints will be viewed close up. Therefore, high resolution and accurate print registration are essential. Additionally, in a confined indoor environment certified low odour inks are critical. But businesses have historically been unable to take advantage of high quality indoor and outdoor printing in the one machine.

Unfortunately, graphic arts and printing businesses were also facing problems with colour quality. Colours were typically not strong enough to be lit from the back, which ruled out many indoor applications such as exhibition posters and displays. Nor were they dense enough for applications like wallpapers. In fact, the colour density tended to deteriorate when printing high-speed or towards the end of a mass

**Today's businesses demand vibrant colour and sharp photo quality detail from graphic arts printing**

production campaign.

Critically too, for exhibition and other work such as building wraps, photorealistic prints were not possible and as the industry had primarily focused on outdoor work in the past, neither were fine details and small lettering. Yet especially when used indoors, high-quality prints are viewed close up and so high resolution and accurate print registration are crucial.

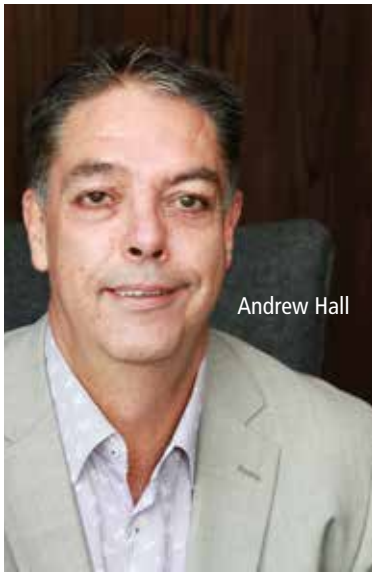
So in light of the raft of challenges impacting the large format sector today, how can print services providers operating in graphic arts businesses effectively address these challenges and deliver the high quality output that is increasingly critical in this space?

## Finding an answer

Following recent developments in the large format printer market, for a relatively affordable outlay, print shops and small and medium-sized businesses specialising in this type of printing can significantly widen their portfolio and open up new

*Continued...*

...continued



Andrew Hall

**The latest innovations mean that it is now possible to print indoor and outdoor orders on the same machine using low colour, eco-solvent SX inks**

revenue streams, leading to fast return on their investment.

The latest innovations mean that it is now possible to print indoor and outdoor orders on the same machine using low colour, eco-solvent SX inks. These provide the right print quality and UV stability for outdoor use but are also low odour certified for use in an indoor environment.

Colour quality is no longer an issue either – at least not with the most innovative of these devices. Combining high viscosity inks with advanced print heads, the latest printers now maintain accurate density, enabling vibrant colour and sharp photo quality detail. Industrial high frequency greyscale print heads increase the quality and reliability of the printer and print results. High ink pigmentation creates saturated prints for backlit applications opening up the potential of printing light frames for technical textile and backlit materials over floor graphics and point of sale. Innovative Dynamic Drop Printing (DDP) technology accentuates fine details and delivers smooth gradients and rich, glossy colours, even at high print speeds.

New applications for these ground-breaking new print devices include light frames for technical textile and backlit materials over floor graphics, point of sale (PoS) and point of presentation (PoP), wallpaper, posters, window graphics with clear or transparent film, banners and signs for hotels, shops, malls and theatres, art reproductions, department store displays, exhibition displays and many more

applications. Durability of output means it will be possible to explore the markets for outdoor media from customised vehicle and building wraps to banners, signs and awnings.

Plus, there's the flexibility of a wide variety of substrates including wallpaper, fleece, canvas and other textiles, whiteback, blueback, poster paper, photo paper, clear or transparent film, backlit PVC, PET, film light box paper and textiles and hard PVC.

**Positive prospects**

All business sectors have their ups and downs. That's as true of the large format printing industry as any other. Not so long ago it was in danger of turning into the dinosaur of the commercial print world, best with a raft of environmental and performance challenges. Today, thanks to the latest technological advances, that's all changed. Armed with the latest technology innovations, large format printing businesses can face the future positively, confident in their ability to meet the demands of an increasingly competitive market and capitalise on a growing array of profitable opportunities.

## OKI Europe offers businesses free mono printing for a year

**OKI Europe is offering businesses free mono printing for a year when they purchase an eligible device from its comprehensive portfolio of advanced colour and mono office printers and multifunction printers up to December 31 2017.**

The "Maximum colour, zero mono cost" offer covers some of the most innovative LED colour printers and multifunction printers on the market, putting cost-effective professional quality printing within the reach of every business. Designed to print mono at the same cost as a purely mono printer, these devices mean a business can meet all its workload requirements with a single versatile printer or MFP, while keeping costs firmly under control.

Included in the promotion are OKI's C332dn, MC363dn, C500 Series, MC500 series, C800 Series and MC800 Series. These highly advanced devices are packed with functionality and improved connectivity that print mono or vibrant,

vivid, pin-sharp colour on everything from business cards to banners, promotional point-of-sale materials and customer facing documents.

"With free mono printing for an entire year, this limited time offer makes OKI's unbeatable range of function-packed colour printers and MFPs for the office even more irresistible," said Tetsuya Kuri, Vice President Marketing, OKI Europe. "They have been designed to give every kind of business access to professional quality colour printing, while keeping a lid on costs. Printing mono on these devices costs no more than using a mono printer. Furthermore, with our fantastic offer of free mono printing for a year, customers can experience how our professional quality colour printing and unrivalled media flexibility allows businesses the best of both worlds."

The promotion is available on printers bought between October 1 and December 31, 2017 and allows customers to claim free mono toner with the purchase of a C332dn, C500 Series, C800 series printer or a MC363dn, MC500 Series or MC800 Series MFP.

■ **C500 Series**, a perfect fit for busy workgroups, delivering fast speeds and low running costs with duplex printing and network interface as standard

■ **MC500 Series**, these advanced devices are first choice MFPs for small-to-medium-sized businesses and workgroups, offering OKI's document management sXP open architecture

■ **C800 Series** – an ideal solution for busy workgroups requiring high quality, high volume A3 or A4 output at high performance speeds

■ **MC800 Series**, the ultra-reliable smart A3 colour MFPs that provide maximum functionality and efficiency together with lower running costs [www.okieurope.com/promotions](http://www.okieurope.com/promotions)

MC363dn



C332dn



**Printers at a glance:**

■ **C332dn** delivers outstanding HD quality, duplex printing and 1Gb network interface and mobile printing capability, making it ideal for smaller workgroups

■ **MC363dn** combines value and functionality, being ultra-fast and designed to handle graphics with professional results



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\* Promotion valid from 1st October to 31st December 2017.

# Integra further strengthens MPS solution

*PrintIT Reseller* spoke to Integra Business Solutions' Commercial Director Bob Davies, to find out more about the launch of an enhanced Managed Print Solution that's available exclusively to members

**This is not the first time that the UK's largest dealer buying group has dipped its toe into the MPS market, twelve months ago, it teamed up with ISN Partners to develop a tailor-made printer control and management solution designed for office supplies organisations, IT services providers and small dealers.**

"Our initial offer provided a simple entry-point to MPS, and that was essentially because at that time we couldn't find the right solution that would provide members with a true hands-off approach," Davies explained.

He added: "In the OP sector, dealers are in the main relatively small businesses where resourcing constraints mean that running an MPS solution in-house is a big ask, so what we did was provide the print auditing software and break-fix elements, enabling them to offer it to customers as a complementary service, and to some degree that was successful."

Davies acknowledges that for many resellers, it's a significant leap to move from a largely transactional-based business model where the onus is on the end customer to order supplies before they run out to a managed service that makes replenishment the dealers' responsibility. "You need a champion within the business to own it, and that's not always practical in a small business," he said.

Integra recognises that a system whereby an external MPS provider manages the contract, essentially building a direct relationship with the resellers' end customer, was not the right fit for its members and so forged a relationship with Centrex Print Services – a trade-only organisation.



#### Exclusive relationship

"The relationship with Centrex is exclusive to Integra," Davies said, adding: "They are a trade-only organisation with no interest in winning business from end-users, which makes it a really attractive proposition for our members."

Integra's new and improved MPS programme offers members a comprehensive 'white label' solution. "Centrex Print Services has over 90 service engineers across the UK and Ireland and will work with our members to offer comprehensive sales support, they will conduct a print audit, as well as provide support across deployment and installation, as well as a full break-fix service," he said.

Davies stresses that as the MPS market continues to grow, there has never been a better time for members to get involved to maximise their revenue opportunities. "The new programme is designed to offer members a competitively priced MPS service, from entry-level printers through to a full MPS solution. As MPS becomes increasingly important in the office products market, Integra members now have an even greater opportunity to gain new business and protect their existing customer base. This low cost programme will allow them to capitalise on the

opportunities MPS presents by enabling them to own and manage their clients' print requirements and offer a clear, fair and competitive print solution."

Centrex has invested heavily in the infrastructure and competencies that make entry into MPS simple. Underpinned by a comprehensive range of printers, it offers a complete end to end process allowing members to maintain complete ownership and determine which option is right for its customers.

Davies added: "We have brought a range of Samsung printers into the offer, backed by the OEM and with the imminent merger with HP, we see this further strengthening the partnership down the line."

Centrex will visit end customers on behalf of or with the dealer, install a DCA and after a period of time, typically a month, produce a detailed report that highlights the benefits of switching to a managed print service and the potential savings.

Members' customers will benefit from significant savings on their print costs, full predictability and visibility of print usage together with automatic replacement of consumables resulting in reduced waste and improved carbon footprint. "But the real value add for our members is that they will retain the customer relationship," he said.

"The market is moving very fast and managed services is very much de rigeur today – we've seen members offer

**Centrex has invested heavily in the infrastructure and competencies that make entry into MPS simple**







everything from MPS to office cleaning, to plumbing and electrical services. We've spoken to many resellers who have lost business because of other vendors coming in and offering MPS. Those dealers that look to expand and those that have expanded into the managed services market will become even more successful," Davies stated.

#### MPS in practice

Such is the strength of this new expanded offer, Integra has tested it out in-house. "Working with Centrex we conducted a full print audit at Integra House, following which we rationalised our printer fleet and deployed a much more fit-for-purpose solution," he explained, adding: "The end result was that we reduced the amount we were spending on print by £13,000 per annum."

Prior to the formal rollout, Integra presented the strengthened MPS solution to two members to gauge their reaction and 'test' that the offer fully met their needs. "Following that presentation one of our members Holt Business Services sold it into one of their customers, making them officially our first MPS client," Davies said.

#### Marketing support

Integra members have access to a dedicated support page and campaign area which will include sales collateral and promotional literature to help promote its MPS programme.

The group has put together a comprehensive set of marketing collateral and is providing unparalleled support for its members helping them to make the move into MPS.

"I think one of the biggest issues is ensuring that you are talking to the right person within a customer organisation and that you are asking the right questions," Davies explained. "So as part of the support we are providing we have put together a crib sheet with all of the questions dealers should be asking their customers."

Other tools to support members to market the MPS offer to their customers include a brochure which can be branded and which clearly explains how it works and the end-user benefits. Integra has also designed a series of 'Did you know?' flyers, this range can be used by all of its members to proactively promote MPS to their customers.

"We also have a set of Samsung brochures detailing the product specs and benefits as well as guidelines on pricing that they can push out to win new business," Davies added.

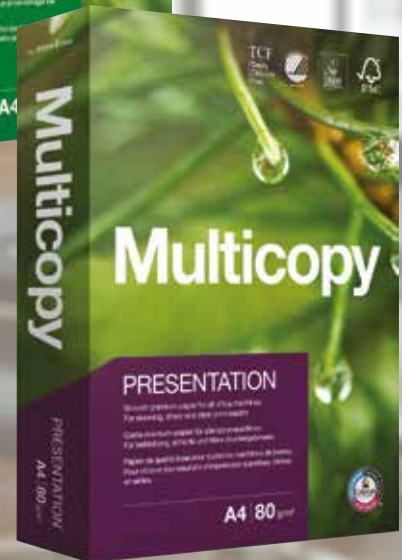
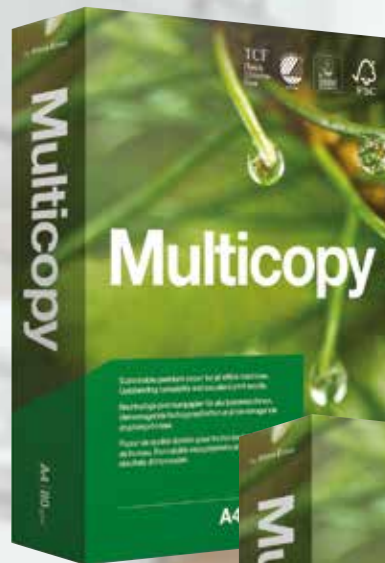
"We are putting a lot of support behind this. The programme is simple and straightforward. We are taking any complexity out, making it easier for our members to win in this area and we are confident that we are now offering the solution our members need," he said in conclusion.

[www.integra-business.co.uk](http://www.integra-business.co.uk)

# TOP

## Brands of Office Papers

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# Celebrating 20 years

Over 220 delegates celebrated Integra Business Solutions' milestone 20th Anniversary at the Crowne Plaza Hotel, Stratford upon Avon, on September 28



Aidan McDonough, CEO, Integra

**Integra CEO Aidan McDonough kicked off the 'Celebrating 20 Years' 2017 National Conference, welcoming all guests to this very special celebration. The day's itinerary included several thought provoking, insightful and entertaining keynote addresses, two practical workshops, demonstrations of the new Evolution X software, as well as a three-and-a-half hour-long Supplier Exhibition featuring 60 of Integra's key partners.**

McDonough reflected on the past 20 years when organisations including Amazon and Google, which he described as being 'the greatest catalyst in driving down margins in this industry' did not exist. Speaking about the here and now, he acknowledged a number of contributory factors that have made the current climate 'incredibly dynamic and tough for dealers'. Sharing his thoughts on the future, he predicted that the current trend for consolidation through mergers and acquisitions would continue, a state of affairs where he sees both challenges and opportunities for the independent dealer.

"There are sectors of growth in this industry and so many opportunities," he said, urging members to look to diversify and seize the opportunity. "You've got to decide what will make the most impact on your business, look at your client base and see what else you can add as a managed service – that's something the corporate and e-commerce providers can't deliver," he stated.

He continued by stressing the importance of relationships. "Our strategy has got to be fundamentally about growth – whether that's in revenue, margin or anything else," he said, adding: "That's the direction of travel for us and the strategic partnerships we have with distributors and suppliers is key."

McDonough outlined a number of new areas such as the relationship with Findel within the Education sector as well as the new MPS solution in partnership with Centrex Services (see page 32), both of which have been developed to help members win new business.

## Future trends in office working practices

In a keynote address, Philip Lawson CEO, BOSS Federation provided invaluable insight into the future trends in office working practices and the impact these will have on the sector over the next five years.

"We're now in the 4th Industrial Revolution," he said, adding that

Philip Lawson, CEO, Boss Federation



automation and AI, immersive technology - virtual reality, IoT, man-machine integration and big data, are all now becoming ubiquitous, and potentially represent a huge threat to the sector.

However he argued that those same potential threats also present the independent dealer channel with opportunities. The agile dealer could look to exploit those technologies to win, he reasoned. For example selling products through virtual reality, using AI to be lean and fit for purpose, or tracking orders/fulfilment and measuring asset use via RFID tags.

"It makes sense to have a paradigm shift," he said. "Should we become trusted advisors selling solutions and securing recurring revenues? Still selling the things you are already selling, just in a different way. The future's bright for those who can adapt," he said in conclusion.



Supplier exhibition

## Workshops

In a thirty minute workshop, Peter Waycot, Training Specialist & Performance Coach, Inspire Me, provided delegates with some invaluable advice on how to overcome objections when prospecting and innovative ways to uncover additional sales opportunities.

Attendees benefited from his vast experience and in-depth understanding of the key issues sales professionals are facing in a declining market. In this session, he focused on how members could uncover additional sales opportunities outside of general office supplies, whilst creating differentiation in the eyes of their buyers.

He also posed some food for thought, offering advice on ways to increase additional category spend and uncover new sales opportunities with existing and



Supplier exhibition

Continued...



# AVOID THE INCOMPATIBLES

**NON-GENUINE INKS  
AND TONERS COULD  
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YOUR CUSTOMERS'  
BROTHER PRINTER!**

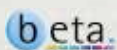
Independent testing judged  
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best possible results.

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VOW

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...continued

potential customers.

Paul Clarke, Sales Director and Head of School Brands, Findel also hosted a practical workshop, designed to help members get ahead in education. He outlined the market opportunity within the UK providing hard facts and figures that clearly demonstrated the market opportunity.

With members facing competition from both public sector and private sector organisations, he demonstrated the advantages of the Findel/Integra collaboration which offers members access to a wide range of resources. These include a product offer in excess of 30,000, marketing support and collateral, as well as catalogues, along with the ability to offer prospects and customers the ability to download the catalogue directly into schools' financial management system, enabling them to easily look up and order products.

Clarke reported that to date 63 resellers were working with Findel of which the highest performing member had achieved sales of £78,000 FYTD.

David Emery of COS Group shared his experience of working with Findel. He spoke about his company's approach, revealed revenue was up 212% on the previous year, how the firm was now working with one in eight schools within Wales and how the education-specific offer had opened the door to schools who were now also buying from the company's core product range.



Celtic Feet



including how he desperately wanted to play for Doncaster Rovers and was turned down due to being 'too small'. He explained how he got his first big break playing for Scunthorpe United and how part of the job was to clean the floodlights, his move to Liverpool a few years later and how he transitioned into management.



Kevin Keegan OBE

**Glitz & Glamour gala dinner**

During pre-dinner drinks, guests were treated to a fabulous firework display, following which, everyone entered the superbly dressed Ballroom to enjoy the 'Glitz & Glamour' Black Tie Gala Dinner and prestigious Integra Awards.

After dinner entertainment came in the form of award-winning Cardiff comedian, Rod Woodward. And Celtic Feet, provided an electrifying performance of world class dancing. The show also included a guest appearance from Ciara Sexton, leading lady for the original Irish dance phenomenon, Riverdance.

During the Gala dinner, guests were invited to make a donation to Cancer Research and once again dug deep raising an incredible £1,722. Integra added to the coffers, bringing the grand total raised on the night to £2,000.

[www.integra-business.co.uk](http://www.integra-business.co.uk)



Rod Woodward

**Manufacturer and Wholesaler/Distributor of the Year Awards**

These awards are based entirely on member votes from a survey carried out during the year and are designed to recognise the manufacturer, wholesaler or distributor who has provided Integra members with the best all-round service and exceeded expectations.

**Manufacturer of the Year Award DAMS**

**Wholesaler/Distributor of the Year Award Antalis**

**2017 Member of the Year Initiative Awards**

Each year Integra recognises members for their ongoing support and for excelling in what they do. This year's winners, received their award from Kevin Keegan.

**Aspire Member of the Year Tangent Office Resources**

**Alliance Member of the Year Imaging Supplies**



Imaging Supplies

**COG Member of the Year Metro Computers**

**Directory Member of the Year ODM**



ODM

**Gold Member of the Year Small Office Supplies**



**An audience with Kevin Keegan OBE**

One of the most recognisable faces in British football, Kevin Keegan, whose career highlights includes England international player and manager, tenures with clubs including Liverpool and Hamburger SV and managing Newcastle United, Fulham and Manchester City, ended the day on a high.

He regaled the audience sharing anecdotes and stories of his stellar career. Kevin spoke about some early knock backs,



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per second

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# Interview

Rob Clark, Managing Director of Epson UK and Senior Vice President of Epson Europe, talks about the company's evolving printer offering



Rob Clark

**Epson is famous for its piezo inkjet technology. Clark explains how the company is developing the technology to ensure it continues to meet customer needs. "Over the last two or three years, maybe slightly longer, Epson has been challenging preconceptions about what inkjet printing is and is not capable of," he said.**

In the consumer marketplace, Epson launched a product called EcoTank – a new

version of which was recently launched at IFA – with the intention of turning the business model on its head. Rather than selling low priced hardware and then recouping money over the lifetime of the product through cartridge sales, Epson charges more upfront for the hardware (which comes with extra-large ink tanks containing up to three years' worth of ink) and charges very little for replacement ink.

"In the office market, which has traditionally been dominated by laser technology, we have taken the high quality, high precision printhead used in our commercial devices and incorporated it into office devices. Unlike a consumer printer, which has a printhead that moves back and forth across the page, our PrecisionCore technology combines multiple heads in a fixed array spanning the width of the page. The only thing that moves is the paper, which is how we can achieve such high print speeds, and the quality is assured because we use high end commercial technology," Clark said.

## EcoTank growth

On the consumer side, the market for ink cartridge products is reasonably flat, but where Epson is seeing growth is with its EcoTank product. "This new business model seems to have caught the attention of a lot of people and, so far, we have sold about 20 million of these products globally. It answers a lot of the questions that were asked about inkjet technology and the inkjet business model," he stated.

At the start of the year, Epson extended

its business inkjet concept to the enterprise market with the launch of its WorkForce Enterprise MFPs. "We are very new into the business marketplace and, to date, we have been selling into the lower end of the business market. But now, with the introduction of the WorkForce Enterprise series, we have an enterprise-level multifunction device that will allow us to take more of that office space. There are two versions of the Enterprise product, a 100ppm version and a 75ppm version, and you can specify it as a standalone product or with a finisher," Clark explained.

## Opportunity in the office market

Clark has worked with Epson for 25 years and a couple of years ago he was made Senior Vice President for Europe. "The target I set myself then was to grow the business from 1.5 billion euros, which is where we were in 2014, to two billion euros by 2020. To achieve that I calculated that I would need to grow the business by approximately 80-100 million euros a year.

"I could see some growth potential in projection and in emerging territories, but by far the biggest opportunity lay in the office marketplace. IDC projects that market to be worth around 38 billion euros in EMEA. If I can't generate a reasonable amount of revenue from a 38 billion euro market, there's something wrong," he added.

Clark said that Epson's biggest expectation is that the office print market will shift from laser to business inkjet technology. "Because business inkjet, as well as delivering the same commercials as laser – cost per page, total cost of ownership, that kind of thing – has a strong ecology message, with big reductions in CO2 and the amount of waste that's produced," he said, adding: "These aren't small reductions of five per cent, 10 per cent; they are significantly different - a 92 per cent saving on waste, a 94 per cent saving on CO2."

Interest in the ecological benefits of business inkjet does vary from country to country. "Germany is very sensitive to ecological messages, the UK less so. However, that is changing. The fact that we can deliver such a big energy saving has an ecological benefit, but people also recognise that it will help them reduce their energy bills. If you've got one printer,



Epson WorkForce Enterprise with finisher





Epson ET7700

it's probably not going to make that much difference, but if you're running a fleet of printers, which a lot of our customers are, then it starts to make a significant difference," he argued.

#### New products

Epson showed a number of new business inkjet products at the IFA 2017 exhibition in Berlin, including a new generation of EcoTank printers. "The main differences are, firstly, that the ink tanks are now on the front, so you can see the ink level from the front of the printer – a little bit more convenient than having them on the side – and, secondly, they are easier to refill," Clark said.

"Before, replacement ink came in bottles with a pointed nozzle: you had to remove the seal, put on the pointed nozzle and then squeeze the bottle to get the ink into the tank. If I'm honest, it's a little messy. With our new printers, there is a keying system, so you definitely can't put the wrong colour into the wrong



tank, and a valve mechanism, which opens automatically. The ink automatically flows into the tank, so you don't need to squeeze the bottle, and when the tank is full it stops, which makes refilling a lot easier. We always listen to feedback from customers and, out of all the feedback we got, refilling was the one thing people really wanted us to change," he continued.

Clark said that when Epson launched the EcoTank product, its expectation was that this would be purchased by high print volume customers. "Because turning the business model on its head means that initially you do pay more for the hardware, which you then recoup because the cost per page is so much lower," he said.

"But, in reality, we're seeing a broad spectrum of user, because EcoTank's appeal is as much about the convenience of low intervention as it is about running costs. You still get more customers at the higher end, but take-up is across the market."

He added: "We do a similar concept for the business marketplace that we call RIPS. These devices have replaceable ink packs with enough ink for up to 86,000 pages in each bag, so for a year or so the only thing the customer has to replenish is the paper. RIPS brings the same experience you get with EcoTank to the office market. It really is a low intervention product."

Epson also launched a new service called ReadyInk at IFA 2017. Clark explained that what Epson is trying to do in the consumer and SOHO markets is to provide a number of different ways for customers to acquire its inkjet printers. "You can buy low cost hardware and go to a store to buy replacement cartridges; you can buy an EcoTank device, with a higher upfront cost and low cost per page; or you can buy the low cost hardware and use it with monitoring software that automatically sends a replacement cartridge when ink levels get low so you don't have to go to a shop to buy supplies," he explained.

"The ReadyInk pay-as-you-go print

service is another way to eliminate the inconvenience of running out of ink. You can buy into the EcoTank concept or you can go for a convenient, automatic cartridge replacement service," he added.

#### Recycling and paper-making machine

Clark said that in the 25 years he has been working for Epson, the Paperlab recycling and paper-making machine has generated more interest than any other product the company has announced.

"People are really interested in the whole idea of closing the loop. Currently, we've got beta test sites in Japan and the plan is to bring it into Europe next year," he said, adding: "At the moment, the device is still very large, so if all you're interested in is recycled paper it's probably not the unit for you – you can go to the market and buy recycled paper cheaper than you can make it on this device."



He continued: "But there are two instances where we're seeing real interest: the first is where an organisation wants to demonstrate its environmental credentials and the second is around security."

"Because Paperlab shreds used paper down to fibre level, anything that's printed on it is completely eradicated. You can imagine the value of that for public authorities, hospitals, banks, legal companies, anybody that needs securely to dispose of customer information."

"There's a lot of discussion about the management of personal data online; this, if you like, is the offline version of that. The plan is eventually for Paperlab to be the same size as a WorkForce Enterprise, or even smaller. In the future, Paperlab will sit next to a WorkForce Enterprise, closing the ecosystem within a department and not just the building," he said in conclusion.

[www.epson.co.uk](http://www.epson.co.uk)

Interest in the ecological benefits of business inkjet does vary from country to country. "Germany is very sensitive to ecological messages, the UK less so"

Epson EcoTank ET3750

EcoTank's appeal is as much about the convenience of low intervention as it is about running costs

# The fight with fakes

Last month, the Imaging Consumables Coalition of Europe, Middle East and Africa (ICCE) celebrated 20 years of combating print consumable crime



To mark the occasion, ICCE took part in Europol's Intellectual Property Crime Conference which was held in Antwerp on 19-20 September. The event, which brings together law enforcement, private industry and academia from across the continent to discuss new initiatives, trends and techniques in the fight

against counterfeiting, provided an opportunity for delegates to meet ICCE members, learn about the issues faced by the printer consumables sector and the industry's fight against the counterfeiters over the last 20 years.

The non-profit organisation dedicated to eliminating counterfeiting of imaging consumables such as printer ink and toner cartridges, also launched an awareness raising video, helping consumers and business understand the issues of counterfeiting and explaining the actions that ICCE is taking to protect its customers.

#### €1.6bn market

In a statement ICCE said that the imaging consumables industry is threatened by a €1.6bn market of counterfeit goods. These are not only likely to be sub-standard but can damage printers and potentially expose consumers to dangerous chemicals. They are often produced in poor working environments and can be environmentally unfriendly. In buying fake products, consumers may even be inadvertently funding criminal groups involved in people trafficking and terrorism.

It insists that awareness is critical in the fight against the counterfeiters, as this type

of crime often tends to be assumed as less serious. Many people are unaware of the risks to their own safety or the connection between counterfeiting and other forms of crime.

While consumers and businesses have an important role to play, the real power to make a difference is with local law enforcement officials. To that end ICCE works closely with law enforcement agencies throughout Europe, Middle East and Africa to educate, collaborate on intelligence and enhance their skills in identifying counterfeit goods.

Recent successes include the seizure of thousands of counterfeit toners in the UAE. In July this year two men in Greece were convicted of trading in counterfeit imaging supplies.

Chris Vansteenkiste, Cluster Manager of Europol's Intellectual Property Crime Centre said: "Law enforcement and industry collaboration are critical to our successful fight against the counterfeiters. Over the last decade Europol has developed links with industry associations such as ICCE and through shared intelligence and joint actions we have become more effective in enforcing the law against the counterfeiters."

[www.icce.net](http://www.icce.net)

## Grey stocks in UK

**VOW is warning resellers that grey stock of the Q-Connect private label range of low-cost office essentials has reached the UK market. The wholesaler has said that only a small amount of the grey stock, which is being sold at reduced prices, is relevant to the domestic market and it believes some of the goods on offer are at least two years old.**

Andrew Stacey, Marketing and Merchandise Director at EVO Group confirmed they had spoken to INTERACTION, the Belgian-based alliance of wholesalers and distributors from more than 20 European countries, which developed and owns the Q-Connect brand, and were confident there was no more grey stock to come. He also believed measures now in place would ensure a similar episode did not occur in the future.

"The grey stock has come from a Dutch reseller and it's therefore unsurprising that only a limited number of its lines are relevant to the UK market," he said, adding: "The reseller concerned also left INTERACTION some time ago and therefore has no access to the current Q-Connect range. This explains why a significant percentage of the grey stock is toner products that we believe are over two years old. These can be identified easily, as they use the European KF code, rather than the VOW one."

Stacey continued: "We'd ask resellers to bear in mind that the only

wholesaler based in the UK authorised to sell Q-Connect products is VOW. We can supply from the whole range, with everything we provide being up-to-date and fully relevant to the British market. I'd add that neither we nor INTERACTION have any intention of changing these arrangements."

Resellers with queries about, or wanting to order items from, the Q-Connect range can contact their VOW Account Manager for further information.

[www.voweurope.com](http://www.voweurope.com)





# The big issue

The counterfeit market is vast, both in the UK and in the rest of Europe, and it's only getting bigger

**"We've observed a concerning rise in the scale of the problem," Nigel Allen, Marketing Director at KYOCERA Document Solutions, commented. In 2015, we seized more than 100,000 units of counterfeit goods, worth in excess of €10m. Then in just a three month period (April-June) last year, we seized over €5m worth of fraudulent goods - showing the speed at which this market is growing."**



Phil Jones, Managing Director, Brother UK, brings some perspective to the size of the issue: "Anyone who purchases a Brother printer consumable can authenticate it as an original online. Globally six per cent of people who have used the system find the item they have bought is not authentic, and when we look at the UK statistics, that figure can be as high as ten per cent."

**Counterfeiting in any product category is an enormous problem for businesses all over the world, the human and environmental impacts are far reaching**

Phil Jones,  
Managing Director,  
Brother UK

"It's important to put those figures into context," he added. "As a proportion of our total sales, the number of people who use the system to authenticate is less than one per cent. However, generally speaking whilst the sample size is small, between six and ten per cent of enquirers who check, learn that the consumables they purchased are not OEM manufactured."

Andrew Hall, Marketing Manager, OKI Systems (UK) Ltd said that counterfeits are an issue every printer manufacturer faces. "We must remain continually vigilant," he counsels. "It's one of the main reasons why OKI is a founder member of the ICCE. We continue to be actively involved with the ICCE and support its work."

"Counterfeiting in any product category is an enormous problem for businesses all over the world, the human and environmental impacts are far reaching and there are many potential safety, health and security risks. It is incumbent on us all – whether we are a manufacturer, reseller or end-user – to put in as much effort as possible to catch the counterfeiters," Jones stated.

## Why you shouldn't fake it

Allen argues that fraudulent goods are, in their very nature, a poor replication of the original. "They're illegal and have a reputation for lower quality, with some even containing toxic elements, leading to all sorts of issues in the quality of print, including streaky grey backgrounds and drop off. Even more costly is the damage counterfeit consumables will often cause to the device itself. They damage good quality printing products and reduce the overall yield of the machine, raising the total cost of ownership and offsetting any short-term benefits of cheap toner."

He continued: "We've actually done our own research into the effect of non-genuine toner. Last year, TÜV Rheinland in Germany tested a range of our products (which are built to last for 100,000 to 600,000 pages, depending on the model) with both genuine and counterfeit toners and found that three out of four non-genuine toners cause machine downtime. There



Andrew Hall, Marketing Manager,  
OKI Systems (UK) Ltd

were also up to nine-times more non-usable prints when using the counterfeit consumables."

Deyon Antoine, Product Manager, Toshiba Tec, concurs: "Using counterfeit products is a false economy as it may seem cheaper in the short-term, but in reality the costs soon mount up with the issues these cause in service and maintenance and, if print is business-critical, then there is a knock-on effect of what it will cost in employee time trying to rectify the issues and delays in getting printed material to their customers."

Hall explained that OKI always encourages customers to use genuine OKI consumables to maintain optimum performance. "We also offer an extended three-year warranty on our office product portfolio which is only possible if original OKI consumables are used," he added.

Toshiba Tec has run independent tests with BLI that highlight counterfeit toner produces lower quality prints and generates higher levels of failures occurring in the device. Chris Mills, Marketing Manager – Indirect Channel said: "The use of counterfeits therefore invalidates the manufacturer warranty. Fortunately Toshiba has the most cost-effective running costs which means our business partners opt for genuine Toshiba supplies."

For channel partners, the consequences of engaging in the counterfeit market can also be severe. Allen said: "Initially

*Continued...*



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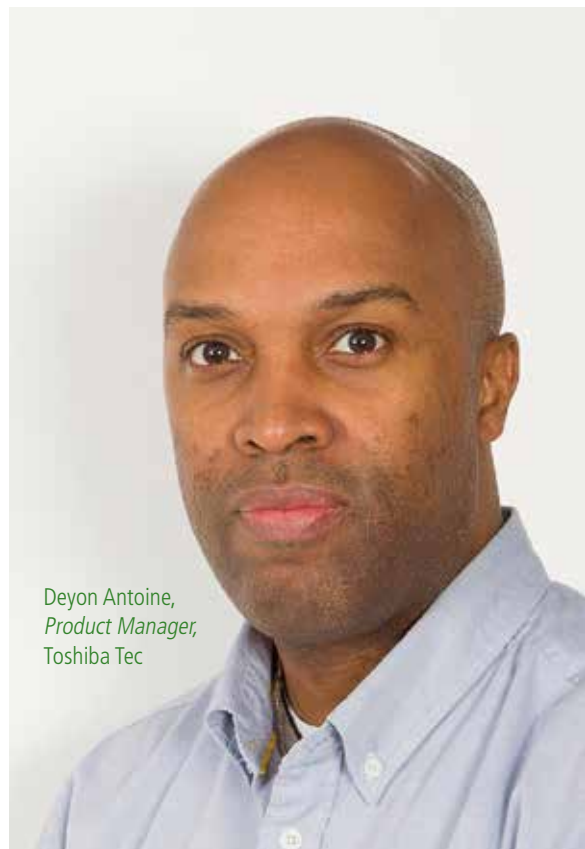


it may seem like selling third-party toner is a quick way to increase margin but the reality is that the products you're selling are marketed as superior, high-end investments. When the problems associated with counterfeit toner, such as streaky grey backgrounds, drop off, ghosting and damage to the machine start to appear, your reputation and business relationship with your client is on the line. You may end up spending a lot of time and money on trying to rectify this, including engineering visits and replacing spare parts."

#### The war against counterfeit

Brother works closely with the ICCE and to fight the fakes on three levels. "At the point of entry – when customs officials check containers, they can validate any imports of Brother consumables and

**We also work closely with the channel, ensuring we point resellers to purchase from authenticated distributors**



Deyon Antoine,  
Product Manager,  
Toshiba Tec

check their authenticity," Jones explained. "We also work closely with the channel, ensuring we point resellers to purchase from authenticated distributors and as mentioned earlier, end-users have the ability to go online to validate their purchases."

KYOCERA runs its own investigations across Europe into fraudulent goods and many cases that it is currently investigating were originally flagged by its partner community. "We've also been training customs and excise officers at ports and airports to spot KYOCERA supplies that come into the UK via unexpected channels. All KYOCERA toner should enter the UK through one port and if it enters by any other port our legal team is alerted. We've made several successful seizures thanks to this and have even followed a trail back to a plant in China, which we had closed down," Allen explained.

To help protect its customers from unwittingly purchasing third-party consumables, OKI includes a hologram label on its Original Consumables packaging. "The label features a number of important security measures that are designed to be beyond the reach of counterfeiters and also provide customers with a simple process to check the authenticity of their consumables," Hall explained.

#### Size and scale

"At KYOCERA, we are aware that educating both our partners and our end-users is the only way forward and so we have launched many marketing campaigns in the past and will continue to do so," Allen said.

"More often than not, we find that our partners are aware of the counterfeit problem but some don't realise how widespread it is. We're continually investing in educating our partners about the risks and problems associated with counterfeit goods along with the tell-tale signs to look out for such as: a lack of a hologram on the toner cartridge, testing the hologram with the KYOCERA "Handy Viewer" to identify fake holograms, inconsistent lot numbers, badly printed packaging or a price that seems unrealistic," he added.

"If our partners or customers are suspicious of any consumables that do not have KYOCERA labelling or have an unrealistically low price, we encourage them to report to our team who can verify the products," Allen continued. "Our message is that if it looks too good to be true then it generally is."



Nigel Allen, Marketing Director,  
KYOCERA Document Solutions

Jones argues that the internet in particular has become an enabler of online counterfeit products. "GfK reports point to the growing trend for consumables to be purchased online. Often as consumers when we buy from a well-known reputable site, we take that as validity to purchase, but it is easy to be misled by marketplace pop-up sellers who are here one minute and gone the next. We should all ask: what checks are we putting in place to ensure that any purchases we make are made from a trusted source of supply?" he said.

Jones pointed out that MPS (Managed Print Services) has of course eliminated risk for companies. "Those organisations signing up to a Brother MPS contract with an approved reseller for example have an additional layer of assurance, as a manufacturer we can validate our entire supply chain, thus eliminating any risk of counterfeits.

"And the advent of Basic MPS, which caters to smaller SMBs means that even companies with two or three printers can also enjoy these same advantages and ensure that the counterfeiters never get a foot in the door," he said in conclusion.

[www.brother.co.uk/supplies/anti-counterfeit](http://www.brother.co.uk/supplies/anti-counterfeit)  
[www.kyoceradocumentsolutions.co.uk](http://www.kyoceradocumentsolutions.co.uk)  
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# Trio of distributor signings for Synaxon

Synaxon has added the portfolios of three more distributors to its EGIS stock, availability and procurement management platform

The channel services group has expanded the range of products available via EGIS significantly by adding batteries and components specialist AGI, print consumables supplier Unique for Print (UFP), and GNR Technology. The group's distributor partners now total 32 and these additions take the number of SKUs available through the system to more than 1.5 million.

Mike Barron, UK Channel Director at Synaxon said: "These three new names expand the range of products available to our members considerably and make EGIS even more attractive as a single source of product information and procurement. Our members want choice and they want value – and with EGIS they get both. They can see what stock is available in the channel right now and they can take advantage of their own special Ts and Cs, or those negotiated for members by Synaxon – whichever is better. Importantly, they don't have to pay anything extra for that."

## Wider choice

UFP specialises in printer supplies and offers a range of 10,000-plus items from 80 of the leading printer/MFP, consumable and office products suppliers, all of which are now available via EGIS. Synaxon will be putting up regular promotions and offers from UFP on the EGIS site.

Over 54,000 items are available from AGI, one of the most well-known IT product distributors in Germany, where it already partners successfully with Synaxon's parent organisation. The distributor is an authorised Acer spare parts partner (and has more than 3,000 products in stock). It offers free shipping to the UK on orders over £300 with delivery to UK addresses within two to three days. Members can get direct support from AGI's English-speaking account team and through Synaxon UK.

GNR Technology offers a great range of leading-brand hardware and software products and components and this completely new partnership gives members exclusive terms and conditions and dedicated account management from the



company.

Commenting on this new partnership, Barron said: "In my view, the channel needs distributors like GNR, and we know many of our members agree. It's important to keep moving forward and to give our members access to options they value. We are helping the GNR team reach out to those members who know and like their people and the way they do business. With exclusive trading terms and deals available to them, it's going to be in the interests of our members to find out what GNR has to offer."

## EGIS enhancements

Synaxon has also made enhancements to EGIS that make the system even more effective, adding a live stock and price check function that immediately checks for the latest available updates from the distributors who hold stock of specific products. The reseller's own agreed prices with the individual distributor are displayed on every search. It has also enhanced its optimiser feature, which enables dealers to reduce the overall combined cost of the order when delivery and other factors are added in.

The group has also unveiled a revamped version of its e-commerce webstore that provides direct links into EGIS. Setting up webstores has also been made easier and can now be performed end-to-end, from a standing start to being fully operational within a few hours and without technical skills.

The direct connection between EGISECOM (formerly Click2IT) and EGIS

means that orders placed on the webstore will now be fed into the procurement platform automatically, streamlining the ordering process and saving resellers time, while also giving them optimum choice. Members can choose which distributors they take data feeds from, apply their own logo and tailored mark-ups and make changes at any time.

In addition, the group is unveiling a 'best sellers' feature, which shows the most popular alternative products to the one being searched for by the user. This information is provided automatically, every time a reseller searches and draws data from all the 32 distributor feeds. Also new is a feature that provides – in addition to essential inventory and pricing data – an estimated delivery time for that product from the distributor.

Synaxon is hoping the new direct connection to EGIS and streamlined set-up process will persuade more members to try EGISECOM and is offering a one-month, no-obligation trial of the webstore.

Managing Director, Derek Jones said: "These are exciting times at Synaxon. We're continuing to develop EGIS all the time and we'll have some very exciting developments coming later this year."

All Synaxon members have full access to EGIS. When placing orders, resellers and retailers get access to any special pricing or terms and conditions they have negotiated with the individual distributor. In addition, Synaxon negotiates special terms for its members. By providing a single source of information and a way to optimise and manage procurement efficiently, EGIS provides members with an effective way to save time and reduce costs.

[www.synaxon.co.uk](http://www.synaxon.co.uk)

Mike Barron, UK Channel Director, Synaxon

We are helping the GNR team reach out to those members who know and like their people and the way they do business



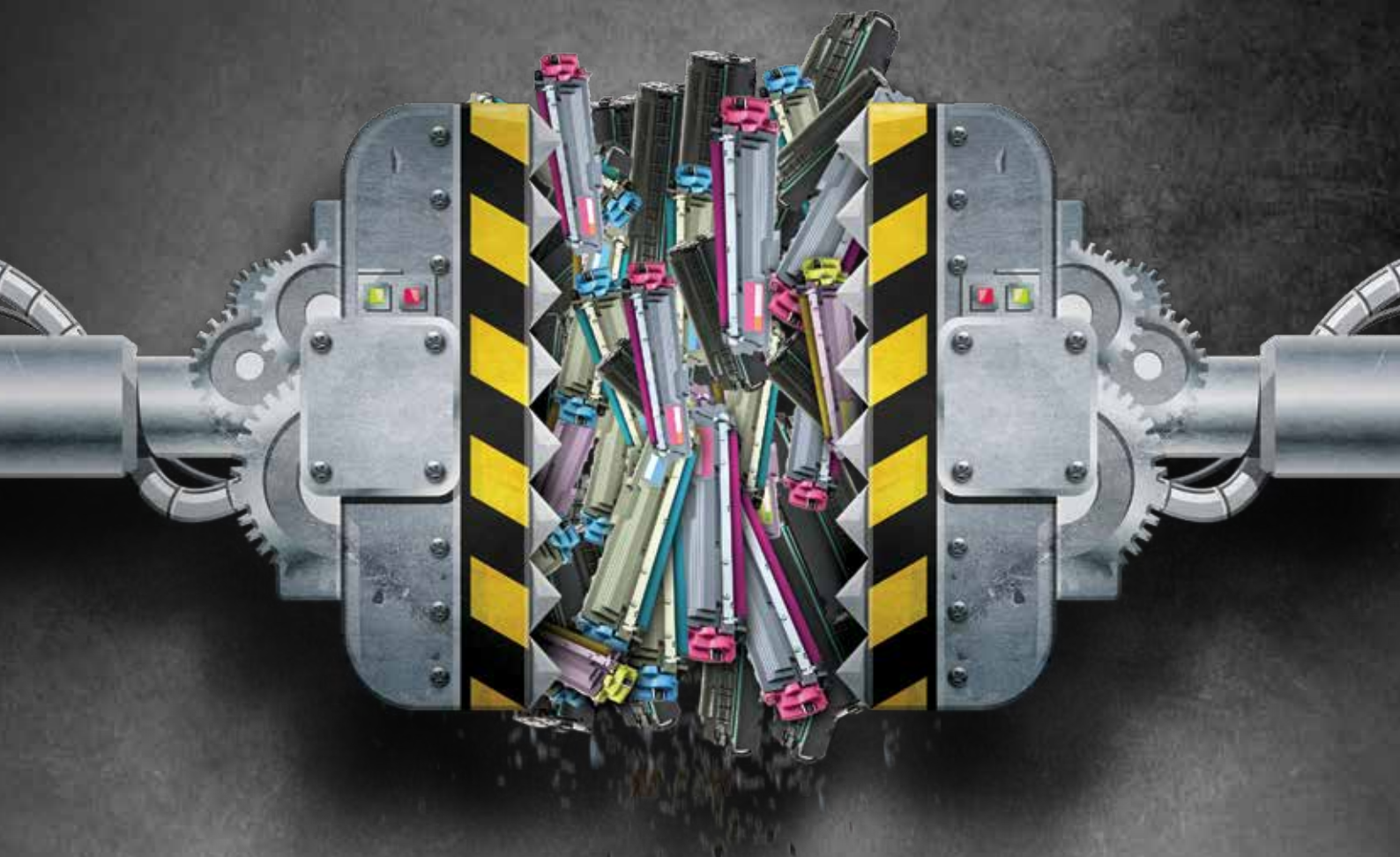
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 **KYOCERA**  
Document Solutions

# Pinnacle Document Solutions completes third acquisition in two years

The Cardiff-headquartered company has completed the acquisition of Copier Mate, one of Wales' largest independent Toshiba dealers

**The transaction marks Pinnacle's third acquisition in less than two years and further strengthens its strategy to become of the largest Managed Print Services providers in South Wales and the South West.**

In March 2015, Group Managing Director, Clive Hamilton, completed an MBO of the business he'd worked at for 23 years. Under his leadership, the company recorded its highest ever level of year on year growth in 2016, with turnover rising from £4.5 million to £7 million.

Part of this growth came from Hamilton's strategy to grow through acquisition. In February 2016, it bought Fast Technology Services and six months later purchased significant assets from IT Provider ComputerWorld in Bristol and wholly integrated that within its operations.

"Today, bigger dealerships buying smaller ones is a trend and achieving growth through acquisition is standard practice," Group Operations and Marketing Director, Sebastiaan Crebolder, said, adding: "This latest deal has added £1 million to our business."

The company was established 26 years ago and up until the MBO, it was primarily a hardware-centric organisation. Whilst it did offer a number of document workflow solutions, its core business was

**Today, bigger dealerships buying smaller ones is a trend and achieving growth through acquisition is standard practice**



within the print hardware arena. Following the MBO, Hamilton chose to align its portfolio with market demands and evolve the business to offer more solutions and software services to complement its range of printers and hardware, associated workflow solutions and managed print services.

The Pinnacle Document Solutions Group now comprises three companies: Pinnacle Office Equipment, which was one of the first mono branded Xerox Concessionaires in the UK and offers the OEM's full range from small desktop printers, to MFPs and digital colour production presses. The company is a Gold Partner Concessionaire, as well as a Xerox accredited Advanced Managed Print Services and Production Specialist. Fast Technology Services, a business that specialises in IT printer hardware and related technologies whose offer includes specialised print such as Zebra and TallyGenicom, alongside Xerox, Toshiba, Konica Minolta and Samsung; and most recently Copier Mate.

"It's commonplace within the Xerox mono brand channel for dealerships to purchase other Xerox concessionaires, but we chose a different approach," Crebolder explained. "We prefer to buy businesses that work with other vendors, and this provides us with an opportunity to grow Xerox business by churning those machines into Xerox devices."

He added: "That's our strategy for

growth, we have done that in the past – it's a proven strategy and works for us."

Commenting on the latest acquisition Hamilton said he was delighted to welcome Copier Mate to the Group. "We have ambitious growth plans and this acquisition will allow us to offer our workflow and managed documents services offering to an even larger customer base," he said.

The move was welcomed by Carl Day, Toshiba Channel indirect Sales Director UK & Ireland: "We are delighted that Copier Mate has joined the Pinnacle Group. Under the Pinnacle umbrella, Copier Mate will be able to accelerate Toshiba's market share growth within South Wales, benefiting from the Group's extensive infrastructure and resources. We look forward to working with Pinnacle and Copier Mate, assisting in the success of our UK growth strategy. I take great pleasure in welcoming their clients and staff to the Toshiba Tec community."

Copier Mate's previous owner Ed Barnett, said: "Pinnacle is a long-standing player in the industry with a sterling reputation and they are a company, we feel, similar to that of Copier Mate. In fact, our values and approach to business are so similar, that we felt this was an ideal partnership to make."

For the foreseeable future Copier Mate will continue to trade under its existing brand as a company within the Pinnacle Document Solutions Group. Copier Mate



Sebastiaan Crebolder, Group Operations and Marketing Director



customers will continue to enjoy all the products and services from Toshiba. In addition the takeover will ensure clients will be able to benefit from Pinnacle's extensive suite of products, services and software solutions.

Crebolder said that the deal will provide Copier Mate's customer base with access to more services beyond print from hybrid mail to document solutions to scanning solutions and more. As part of its strategy to adopt a stronger solutions focus, the company is a Microsoft Silver Partner and a VMware accredited technology provider, moves that placed it in a strong position to provide clients with a full complement of tailored, flexible and scalable on premise, hybrid and cloud, end to end solutions.

And whilst the overall strategy is to increase its Xerox business, that will very much depend on customer requirements. "We will try to evolve Copier Mate's MIF to Xerox but if the customer doesn't want Xerox, then we will also continue to offer the Toshiba range and to service those devices," he explained.

In addition the group's local service desk is now managing all of the calls from Copier Mate's clients. "All calls are now

being routed through our local service centre, we're providing them with remote support through which we are able to resolve the majority of issues on the phone, as well as full break-fix solution, engineer visits and toner and supplies replenishment," Crebolder added.

#### More deals in pipeline

In October last year, Hamilton told *PITR* that future growth was firmly on the cards. Crebolder concurs: "Our goal is to achieve £20 million turnover by 2020. We've got a plan in place and we're on track to achieve that. Future growth will be both organic and through acquisitions."

The Copier Mate deal whose value

has not been disclosed was supported with institutional backing from Finance Wales. Commenting Sam Macalister-Smith, Finance Executive at Finance Wales said: "We are delighted to support a significant part in this transaction. This deal not only strengthens Pinnacle's position in the industry but is also a great example of how Finance Wales and businesses can work together to protect and grow Welsh interests in a rapidly changing European economy."

Crebolder confirmed that there are other deals on the cards. "We have a war chest," he said. "We have a long-standing partnership with Finance Wales and the funding in place to complete more deals, adding that there are potentially three in the pipeline."

The group is also putting its money where its mouth is and ramping up recruitment to support its aggressive growth strategy. "We have recently boosted our sales team, adding five new recruits," said, adding: "And we're proactively looking to make a further five appointments."

Pinnacle's head office is in Cardiff and it also has offices in Exeter and Watford. [www.pinnaclecos.com](http://www.pinnaclecos.com)

**Our goal is to achieve £20 million turnover by 2020. We've got a plan in place and we're on track to achieve that**

Clive Hamilton,  
Group Managing  
Director



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# View from the channel

Colin Ayres, Operations Manager – Head of Sales, Blackbox Solutions



Customer service is our primary concern and we try to set ourselves apart from the competition by providing high service levels and developing long-term relationships with our customers

**Q: What are your customers most interested in?**

**A:** We have seen a huge increase in demand for data and document security. As companies are becoming more aware of the impending EU directives on GDPR, they have attached greater importance to data security and document management. We are now implementing a strategy of including data encryption software onto all our new machine placements to help our clients ensure they are GDPR-compliant when the new laws come into force in May 2018.

**Q: Do clients have the same understanding of industry terms, such as BYOD, MPS or MDS, as we do?**

**A:** During discovery meetings a greater number of clients now understand the MPS & MDS industry acronyms, however, their actual interpretations of what these terms mean in practice can differ. This is often dependent on who they have spoken to; a stationery supplier will mean they can supply the cartridges for all of their different machines at a preferential price, to the MFP reseller and service provider we are able to offer a single unit price to cover all hardware, software, supplies and support to enable clients to maintain a tighter control of print costs. We're seeing that BYOD is more often referred to as "Air" or "Android" printing during discussions – our more IT-literate clients are now expecting this as part of a standard offering!

**Q: Where are you seeing most traction at the moment, are there any verticals that are particularly strong?**

**A:** Aside from the "bread and butter"

services supplied to fulfil SMEs' office requirements – typically A3 colour MFDs with two trays and copy, print and scan functionality, we have gained traction within several niche sectors. For example, within the legal, insurance and medical markets we are experiencing fantastic results in multi-device placements, coupled with software solutions to include document storage and retrieval. Managed print services and cost controlling software like Papercut are also proving incredibly popular across the board – of course, print can be a major expense for many companies, so they are keen to look at new technological solutions that can make them more productive and efficient.

**Q: When selling MFPs, what are the most popular software solutions you provide and why?**

**A:** Print Management solutions like Papercut, as well as many of the manufacturer propriety document storage solutions we have available are proving popular. We are currently in the process of implementing Umango, a document archiving solution, together with Microsoft Sharepoint as part of a multi-device placement, as more of our larger clients are starting to look at ways to boost productivity and facilitate teamwork throughout their organisations.

**Q: Where do you get information on the latest products and solutions, and do you feel that the OEMs are doing enough to educate their channel partners?**

**A:** We are normally notified of the latest products and solutions through marketing emails and manufacturer training programmes, which are usually delivered through "in house" training sessions. It really depends on the OEM in question, some are really excellent at keeping us abreast of the latest products and solutions. However, I'd say that in general OEMs need to improve their communication and reseller understanding by performing onsite training at their channel partners to promote maximum understanding and delivery of their new offerings. Ultimately, as a reseller if our sales team aren't aware of all the latest products and features then we aren't in a position to sell these services to our customers.

**Q: Is your patch particularly competitive – is it national or local competition that you face?**

**A:** Our home patch is Kent where there are more than 15 local dealers all claiming to offer a similar service, including document solutions, IT services and office technology products. This in turn has created a highly competitive market with prospective clients using search engines to compile a supplier list. As a result both hardware and service costs are driven down, which may seem like a good deal for the customer, but the negative side is that service performance can suffer as a result and we've seen plenty of competitor's contracts that are imply too good to be true! Customer service is our primary concern and we try to set ourselves apart from the competition by providing high service levels and developing long-term relationships with our customers, built on trust and mutual respect.

**Q: How do you spend your week – time on phone, face to face meetings with customers etc.?**

**A:** All of our sales team aim to have a minimum of 10 to 12 client-facing meetings a week spread across three days. Either side of these we engage in "old school" sales practices – literally knocking on doors and calling potential businesses – to try and gain maximum traction in a particular area. The remaining two days in the office are normally spent on the phone making appointments or working on proposals.

**Q: What would make your job easier?**

**A:** If we didn't have any competitors! But seriously, better communication within the market from manufacturers to resellers, to ensure we are offering the best solution for the device, software and service package. Technology is moving forward rapidly which is fantastic, but business users don't have the time to keep up to date with the latest developers – arming resellers with the information they need to offer the customer what they want is crucial.

Manufacturers also need to provide a standard pricing structure to all partners. For example, if all partners went through an ISO type training and examination structure to ensure correct representation, this would in turn ensure greater stability within the market and promote a valued proposition from any supplier.

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Stuart Sykes, *Managing Director,*  
Sharp Business Systems UK



## What's currently having the greatest impact on your business?

The growing desire for businesses to be a part of the digital transformation trend. Workplace digitisation has been happening for a number of years, but it's starting to have a real visible impact on the way people want to work, and their technology preferences. People are now used to a far more complex ecosystem of digital tools and digital sources of information. This is making businesses rethink the technology and tools they offer, which in turn has led to demand for solutions that are flexible, intuitive and open to a wide range of users.

## Where do you see the next big opportunity?

This is also related to digitisation, but more specifically how it is changing the way we interact with one another. In a digital working environment, with phones, tablets and virtual teams, it can be challenging for people to collaborate and exchange information in a way that is easy and effective. It's increasingly common that people in a meeting are not in the same room, even the same country, so developing tools that invite people to connect more interactively will be very important. Establishing these collaborative tools for the next generation of workers has the potential to further grow our business and that of our dealers.

## What would make your day job easier?

Having more time and an improved exchange rate!

## What's the best bit of business advice you've been given?

To look back on your day and ask yourself 'did I make a difference today?'

## If you had had a crystal ball, would you have done anything differently?

I wouldn't have been a lifelong (so, long-suffering) Barnsley football fan!

## Describe your most embarrassing moment.

Admitting that I've been a lifelong Barnsley fan.

## What was your first job?

I had a summer job as a gardener at IOT.

## What would be your dream job?

Park Ranger in an American national park, or a taster at the Guinness factory.

## Fine dining and good wine, or curry and a pint?

Curry and a pint.

## Money's not an issue, what's your perfect car... and where would you like to drive it?

Aston Martin, along the Amalfi Coast in Italy.

## Favourite holiday destination.

African safari on honeymoon.

## How do you like to spend your spare time?

I can be a bit hyperactive so I enjoy the gym, running, and walking my spaniel into the hills – all followed by a bit of liquid recovery of course.



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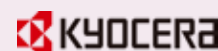
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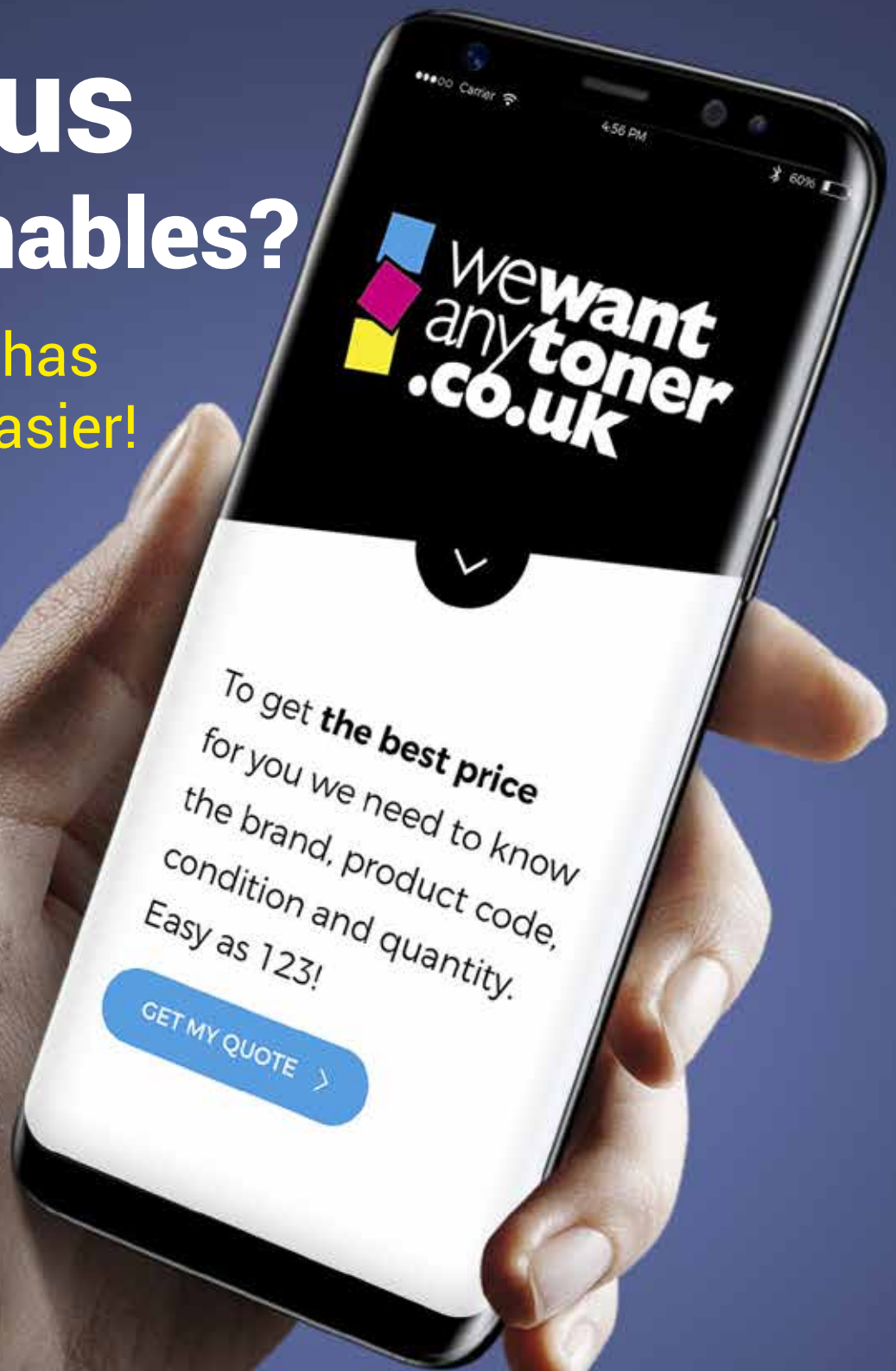
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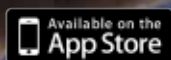
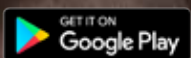


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