



## IPIC Breakthrough (Part 4)

Continuing our coverage of this year's virtual IPIC conference, *David Gross* from Condé, in his presentation **Sublimation Success During COVID-19** said, that your goal with a sublimation system is to keep it busy, and with the variety of products available you should be able to keep selling. He mentioned a new product: a stand for Apple-centric folks with room for a phone, earbuds and the Apple Watch. He introduced Ms. Wood, his marketing director. Right now, facemasks and gaiters are working (she personally has 15), and can be printed on both sides. She demonstrated a full bleed on both PFM44 and Gaiter (she regularly provides virtual classes at 5:00 PM Central time). Pre-press and pre-shrink to get any moisture out - moisture is our mortal enemy in sublimation, so make sure everything is as dry as possible.

Start with Prospray, a spray adhesive, making sure the nozzle is clean (clean with acetone, let sit overnight, then wash with water), Sublimation is like cooking. You have different recipes that must be followed, influenced by different equipment, altitude and other factors that can affect your printing. So you really need to dial in your settings. Start with a few items, such as facemasks or mugs, and print it four or five times until you get it right.

Tips: If you do not get a full transfer, spotiness in the image, figure out where the spotiness is. If it's in the middle, you haven't press it long enough to heat it all the way through. If it's spotty to the edges, you need a little more pressure. The best way to dial in settings is to perform a "black test:" printing the image is straight black and then press it. If the middle is white, or not as dark as it should be, it has not been pressed long enough; the substrate has not had enough time to heat efficiently. If the edges are white, there is not enough pressure. The PFM44 masks are made very well, and the strap lasts, so there is no need to use a pressing pillow when printing them.

Typical selling price of masks is \$10-15, blanks sold by Condé between \$1.81 and \$2.50 each, depending on volume. The gaiters are available from Condé for \$3.70-4.50, depending on volume, and the consumer price is \$20-30.

She did not discuss the flex foils, although there was interest. There is a video on Condé TV that discusses this product. The new paper for cotton shirts has been well received. She mentioned neoprene linen as another new product. For spraying, a box is recommended: as it gets build-up, then merely discard it. Another suggestion is to put the product on a standard air-conditioning filter as the spray tends to stick better. Although the mask blanks from Condé has been thoroughly tested and are not affected by the heat during pressing, those from other vendors may be affected. If the latter happens, cur a piece of Nomex felt pad and place the elastic strap underneath it

*Nigel Sutton* from Calgary Custom Photo Services and *Steve Elkins* from Bedford Camera and Video discussed **Order Platform Best Practices: Curation, Organization + Activation**. Nigel started. Think Online! Why?

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COVID emphasized that, when you get into a lockdown, there's are still opportunities to provide curbside service for online orders. So we need to spend some of our energy moving online, that is the future. "Most of my time has been spent working with dakis to improve the online experience for our customers, and I see some rewards." Take the time to show customers, while they are in your store, how to visit your store online.

Get Google Reviews. When people come into the store to pick up orders, or at the kiosk, if they were happy tell them to review on Google, which takes reviews into account when it recommends your website. Nigel redoes passport photos at no charge if they are damaged, and when customers pick them up, he asks them to write a review. Until you have at least five reviews, Google doesn't consider you a legitimate business. When he opened his second store, he asked for reviews, and "the day after we got our five review, traffic began to increase."

SEO (Search Engine Optimization) is something for which Nigel pays a monthly fee - he calls it "Google Magic." He has received orders from many parts of Canada as a result. A large scanning and digitization job resulted.

Online is a source of information for your customers. What are your prices? What are your services? What do customers ask you when they are in your store? Put promotions and ideas - use banners - also on your kiosk.

Build a relationship with your vendor (one of the biggest wins for Nigel during COVID). We worked on the website; created a channel for wide-format prints in all sizes and added options such as photo enhancements, mount on Fomecor, rush,

Differentiation between in store and online. With iPhones, people can make panoramic images, so Nigel offers various print size, with mounting options such as custom framing or plaque mounting.

Customer experience is king. Getting customers to be able to order prints from their phones brings them back. Show other products briefly while customers are in the store, such as calendars, large prints, or mounting, Explain how easy your website or kiosk is to use, especially for creating photobooks (Nigel offers a ten-minute tutorial for creating photobooks). When they scan the images are uploaded to Photo Finale so customers' images are immediately available to start building products.

BedfordPix is the PhotoFinale site, the main finishing site, and is cross-linked to Bedford.com site on dakis. Steve said that, during COVID, the mobile and specifically app, orders have increased dramatically. The app represents 30% of his business at the moment, and his business is up from 2019. Facemasks are growing, especially custom masks for particular groups. Bedford made a specially designed mask for the old National Guard base in Fort Smith, AR on the condition that for every masks purchased for \$15.00, \$5.00 would be returned to the National Guard. More than 400 masks were sold. Using the same approach, they went to smaller schools. Small high schools will buy and larger high schools have Vista Clubs that will buy in bulk, and each one can be personalized as well.

Photobooks are also selling well, as people take the time at home to create a book that they wouldn't do before. Bedford has a diverse selection of books. Instant books are printed inhouse n the Xerox Versant 80. High quality books come from Prestige, and the turnaround time is good.

They are too inexpensive on their Memory Boxes, and intend to raise the prices. Compared to Legacy Boxes online, Bedford prices are too inexpensive. However, since they are under an emergency status in Arkansas and raising prices is considered "price gouging," any increase in pricing must wait. Bedford creates the Memory Box for customers and uploads it into their collection where family members can see the images and order from there. This brings in orders from other states.

Although the normal graduations were cancelled, Bedford attended the modified graduations and uploaded the photos, which brought added business, and, since they had to pick up the prints in-store this helped drive traffic. They also set up the Coleman Cancer Walk and a Ronald McDonald Charity Golf event, offering a free

5x7" print. By participating in community events, Bedford stays in front of its customers.

Shipping was once free, but now standard shipping (FedEx SmartPost) is \$8.00, free for orders more than \$50.00. However for club members shipping is always free. The shipping part of the order is set up by PhotoFinale, and it enables tracking.

Bedford uses Google Voice to help customers. If they seek something on the website, he gets their phone number and send a direct link to the product.

*Hazel Mitchell* from Ricoh DTG spoke about **Pivoting Your Business during COVID-19**. The most common application of Ricoh Direct Application printers is graphic and text decoration of garments such as T-shirts, sport shirts, golf shirts, jeans, dresses, blouses, aprons, baby items, head gear, mouse pads, socks and embroidered garment fill-in. Ricoh has developed a way to print on tote bags, metal, wood, plastic, ceramic, etc. If the product can be flattened, it can be printed. She showed various products including a shirt with foil, which is layered on the print before the heat pressing.

Today there is a high demand for facemasks: Direct To Garment is very similar to inkjet printers, the Ricoh DTG printers use water-based inks to print CMYK (or any color) designs and photography directly onto cloth.

Three easy ways to do Direct-To-Garment Printing:

- 1. Design** - take any hi-res image and simply drag-and-drop it into Colorgate RIP software.
- 2. Print** - once the software send the image to the printer, load your garment and hit PRINT
- 3. Press** - after the print is complete, take the garment to the Heat Press to cure.

How can DTG printers help? Masks and other custom PPE (Personal Protection Equipment) are needed by both consumers and businesses. The latter include delivery people, medical personnel (some of her customers donate to hospitals and essential workers, and one runs a fun-raising event).

For a mask, the ink cost is 10¢-50¢ and the mask blank is \$0.85-1.50. Selling price of a good full-color mask is \$15-30. Assuming the material cost is \$2.00 and the selling price is \$15, the profit is \$13. Selling 500 masks at \$15 yields a \$6,500 profit. Printing a T-shirt (many people needing masks also need shirts). Blank T-shirts cost \$1.00-3.00, and ink cost 30¢-90¢. Selling price is \$10-25. Assuming costs of \$3.00 and a selling price of \$13.00 yields a profit of \$10/shirt. Selling 500 T-shirts would bring in a \$5,000 profit. Many of her clients selling a combination of masks and T-shirts, and even donate some of the profit to their communities.

She reviewed the specifications of the Ri1000, which utilizes smart technology and has both temperature and humidity monitoring. It has various-sized platens that are magnetic and easily changed. The RIP indicates how much ink is used for each job. The entry-level Ri-100 CMYK printer is a portable desktop unit (which can be taken to tradeshow) that only prints with white or light-colored garments, since it does not have white ink.

*Candi Berry* from DFS spoke about **How to Become a Check Magnet**. 16 billion checks are written each year, still are the top choice for paying bills, and the margins are outstanding. 42% of Millennials still write checks every year and 61% of SMB (Small-to-Medium Businesses) are extremely satisfied with checks. Every second of every day, more than \$ million is exchanged via checks. DFS has four different types of checks: the Laser or Computer check is the most popular; the Manual check (handwritten); Continuous (same as Laser, but with tractor feed running down the side). There's a multipurpose check, accounts payable check, and payroll check. Then there's the One-Write check, the Wallet check and the Blank check (written with magnetic ink and popular with attorneys). Standard pre-designed checks include safety guidelines such as eraser protection (to indicate if something has been erased).

Selling check printing should be painless, easy and profitable. When customers says they need checks, you need to ask: how do they present the checks: are they hand written or do they print them from a computer? If handwriting, do they use a personal style or the three-on-a page from a ring binder or a check from a peg

board? Get a copy of a voided check. What do they print in the top left-hand corner? Become their “branding” expert. What is their bank and routing number (9 digits long)? Check start number?

Don’t email a check with a routing number to DFS or any other company.

For maximum protection, use a high security check with 20+ security features, which is just pennies more than a standard check (embedded fibers, thermochromic ink, hologram, etc.). In 2015, check fraud accounted for 35% of business industry loss - \$789 million due to fraud, according to the American Bankers Association. You can also get EZShield which acts like an insurance against fraud/forged checks, and costs \$2-3/check.

If you are talking to your customers about checks, do they need deposit slips, security deposit bags, check envelopes. These are high margin items. She finished by emphasizing that “branding,” whether for business or personal, should include checks along with everything else.

**Grow Your Sales on Instagram** was presented by *Veronica Chapman* of Pro Digital Photos (*veronica@prodigitalphotos.com*). Using Instagram is just another way to sell, but it requires you to be on your phone a lot.

Writing a compelling bio (find your niche). Establish a “public” account so anyone can see it. Put in your logo. Who your business is. Who it serves. How it serves them. Call to action. Don’t include any personal details. The bio filters out people who are not potential customers. She used her own bio as an example: *Pro Digital Photos - We help brides custom design & print darling wedding invitations. Walk-ins welcome OR click the link below to schedule your free phone call consultation.* These same points can flow into your website.

What should you Post? (be consistent). Post interesting photos in Feed. Post in Stories (*15 second clips, but if you hold down the button, you can use up to 60 seconds. This can be a live video or a still image with a verbal description*). Save Stories in Highlight Reel (*stories delete in 24 hours, but those on the highlight reel are not deleted*).

Post IGTV- Instagram TV - videos, which can be as long as you want. She recommended a book by *Gary Vaynerchuck - Jab, Jab, Jab Right Hook* - suggesting: serve, serve, serve, ask for a sell. If you are always selling, people will lose interest. Serve? Feature benefits of your products and services; tips and tricks that can help your ideal customer; video tutorials; behind the scenes; get creative (there is no right way to do this).

Conversations (be the first to engage). Create a schedule for when and what you post. Instagram is a social platform so you can have conversations within the app. The key is to stay on Instagram after you post or going to other people’s accounts, maybe for an hour, to engage people. Reply when someone comments on your post (ask a question). Use polls and gadgets in your stories to encourage interaction. Send DM (Direct Messages) to people who comment on your posts or follow you - you can also leave audio messages (this is the key to getting sales). Comment on other account posts.

*To Be Continued*

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## **IMI Europe Inkjet Academy**

One benefit of online/digital conferences is that we get a chance to attend without the travel. That was the case for the IMI Europe Inkjet Academy (<https://imieurope.com>). Led by *Dr. Simon Kew*, the Academy has attracted almost 3,500 attendees since it began in 1977. This program is very detailed, but also very informative.

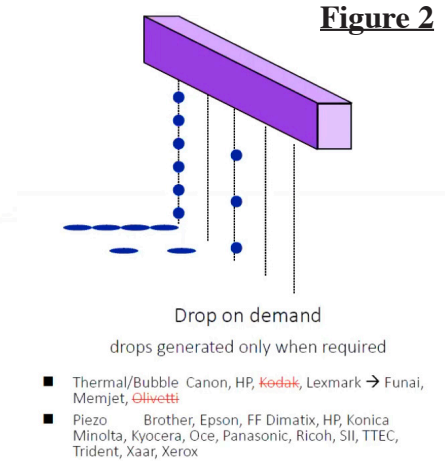
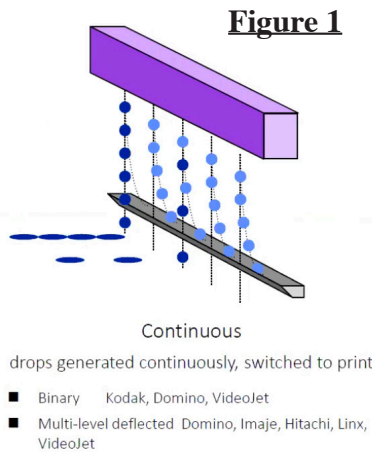
Originally conceived as a way to create images inkjet provided a non-contact alternative to impact printers, was fast - comparable to small laser printer - initially used in high resolution dot matrix printers, and then with color printing. Today its application has been extended to dispense drops of functional fluids, for creating electronic conductors, dispensing biomedical fluids - diagnostics, sensors, and building 3D Structures: anything you can print through a 20 micron hole. It is a system that combines many different technologies, and the inks can be commercially available or even created for specific applications.



Simon noted that Inkjet is elegant in concept, yet complex in practice. It relies on controlling the natural instability of the jet; manipulating materials continues to dominate progress; its success is driven by technology advances across different disciplines; but inkjet technology is poised to succeed in an industrial world.

Basically, there are two types of inkjet:

- Continuous ink jet (Figure 1). The drops are generated continuously and selectively charged at the point of break off, and collected for recirculation until “printing,” when they are diverted electrostatically to different parts of the media. Details are shown in Figure 5. The Kodak Steam CIJ uses a different technology, with the non-printing drops deflected by airflow. There is no piezo charging or electrostatic deflection.



### Advantages of ink jet

- **High print quality at low cost**
  - 5,760 x 1,440 dpi - Epson
  - 1 pl drop volume - Canon
  - Greyscale control - Canon, Epson, HP
  - Sub - \$50 printers
- **Colour capabilities**
  - Colour graphics
  - Photo printing
- **Advanced products**
  - Colour all-in-ones
  - Wide format
  - Billboard printers
  - Commercial & label presses
- **High speed**
  - 1,000+ ft/min.
- **Variable data**
- **Non-contact**
- **Industrial applications**
  - Commercial printing
  - Packaging
  - Textiles
  - Ceramics
  - Glass
  - Bio-medical
  - Printed electronics
  - 3D printing

**Figure 3**

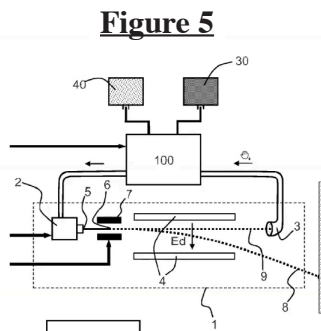
### Disadvantages of ink jet

- **On paper substrates, not quite laser quality over a wide substrate range – but its getting very close!**
- **Colour performance limited by**
  - Ink bleed
  - Substrate variations
- **Image fastness issues**
  - Lightfastness
  - Waterfastness
  - Adhesion on non-porous surfaces
- **Drying and curing times**
  - Can limit printing speeds
- **Still some reliability issues**
  - Many disciplines need to work together

**Figure 4**

### Continuous ink jet – Multi-level deflected

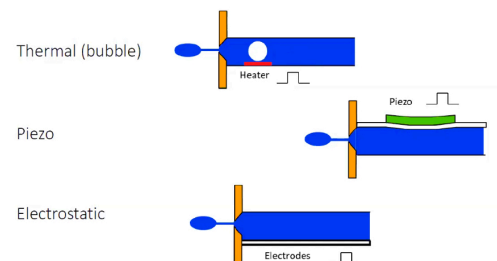
- Normally configured with single nozzle, although arrays possible
- Ink under pressure flows from nozzle
- Piezo crystal stimulates regular drop break-up
- Conductive ink selectively charged at point of break-off
- Drops retain charge and deflected by electrostatic field
- Print drops deflected across substrate to multiple positions
- Non-print drops collected in gutter and returned to ink system



**Figure 5**

### Drop on demand ink jet

*Drops generated electronically only when needed*



**Figure 6**

- Drop on demand [Thermal/Bubble ink jet (heat) and Piezo ink jet (pressure)] (Figures 2 and 6). Simon provided a detailed explanation of these technologies.

In thermal inkjet, high nozzle density leads to compact devices and low printhead and production costs. Manufactured on silicon processing lines, parallel manufacture of multiple chips per wafer, automatic handling. Able to integrate active and passive components on to silicon to reduce the number of interconnects. Patents controlled by Canon and HP, but in the past have been licensed to Kodak, Lexmark and Olivetti. Key thermal inkjet patents have lapsed, but “ring fenced.”

Piezo materials exhibit the “piezo-electric effect,” they undergo distortion when an electric field is applied. Most common material is PZT ceramic (lead zirconium titanate). PZT is poled by applying a poling field, analogous to magnetizing a magnet. PZT has a Curie point - above which the material is completely depoled.

*To Be Continued*

## Brief News of the Photofinishing Industry

- Earlier this year, **the Paper and Chemicals business of Kodak Alaris was sold to Sino Promise Holdings**. Sino Holdings supplies 8000 Kodak-supporting retailers in Asia Pacific and Russia. Since 2015, it has also manufactured photochemicals and finished Kodak silver halide photographic paper and dye-sub paper in its factory in Xiamen (formerly owned by Kodak), for export to the Asia Pacific region, including Australia and New Zealand.

The film business is transferred to the Kodak Moments business unit. Paper and chemistry accounted for 56% of revenue for the Kodak Alaris PPF (Paper, Photochemicals, Display and Software) business unit in the 12 months to March 2019, with (more profitable) film contributing a 36% share.

Sino Holding's Wuxi factory – which according to its website it took over from Kodak Alaris in 2016, manufactures Kodak medical X-ray film; industrial film; black & white and color film; color and black & white photographic paper; and photochemicals. It also manufactures its own 'Sino' brand of silver halide paper and chemicals at Wuxi. (<http://ow.ly/GiAW30rh40z>)

- **The UK Pensioners Protection Fund (PPF) has provided a US\$50 million credit facility to Kodak Alaris**. This US\$50 million is spread among several Kodak Alaris international subsidiaries, including Germany, Canada, US, Singapore, HK and Australia. In the next few weeks the company will be effectively owned by the British Government (To be exact, 'a statutory public corporation accountable to Parliament through the Secretary of State for the Department for Work and Pensions.'). (<http://ow.ly/eKaS30rh46r>)

- Euromonitor has released **The Digital Consumer Journey: Best Markets for Sustained E-Commerce Growth**. It explores the most under-indexed e-commerce markets and which have the most potential in a post-pandemic era, and key products for e-commerce growth. (<http://ow.ly/Z2cS30rhxBD>)

- Pan-African mobile operator **Orange and Google introduce the exclusive "Sanza touch" smartphone**, with a bundled mobile data plan (voice, SMS, data) at around US\$30. 520 million Africans can access a mobile broadband network, but the Internet is too costly. (<http://ow.ly/sXF130rhOTw>)

- **Eastman Kodak GmbH, founded 1896 in Germany**, later began making emulsion gelatin for coating photographic materials. In 1927, Kodak began making B&W ciné and X-ray films, and later cameras. The plant had various owners (Kodak again in 1992) until 2010. (<http://ow.ly/m4xd30rhOY4>)

- First launched in October 2010, **Epson has shipped its 50 millionth high-capacity ink tank inkjet printer** (known as EcoTank in many markets). By saving on plastic, the main component of ink cartridges, it estimates CO<sub>2</sub> emissions were 166,000 tonnes lower. (<http://ow.ly/kzDV30rhTBK>)

- The latest issue of WhatTheyThink looks at **the state of the printing industry in Spain**. A steep drop in April led to a strong recovery in May and June, but in July the recovery slowed and August brought another dip as COVID infections rose. (<http://ow.ly/cG5630rijm3>)

- According to the Eurostat production index, **the printing industry in Belgium did fairly well in 2019** and even during the COVID-19 crisis in 2020, despite the country being hit hard by the virus. Belgium did better than the European Union average. (<http://ow.ly/f1Re30rikIA>)

- **"How to get started with film photography: A checklist for beginners"** is an introduction from Photo-focus that recognizes the re-emergence of interest in film photography. This offers basic information to people who have never used a film camera before. (<http://ow.ly/xNzT30riki4>)

- **Adapting to the next normal in retail: The customer experience imperative** is a McKinsey study recommending five actions for retailers to build more resilience in their customer experience : Double down on digital; Inject innovation into omnichannel; Transform store operations and win on 'SafeX'; Reimagine the physical network; Embrace an agile operating model. (<http://ow.ly/db9U30rkO8L>)

- While COVID has had a devastating impact on some companies, others continue to operate and even get very busy during the festive season. **Precision ProCo is offering to take staff from other not-so-fortunate companies** to help out. (<http://ow.ly/e8dU30riIT>)
- **South Africa** has a unique electrical plug which features three large pins configured in a triangle, and requires a special adapter. This **will soon change to a compact hexagonal three-pin design** that accepts the European-type two-pin plugs without adapters. (<http://ow.ly/j4ul30rivHa>)
- Printers worldwide can now partner with a company dedicated to providing them with advanced automated bookbinding systems to take advantage of the rapidly growing premium layflat book market. After a year of evaluating both equipment and marketing partners, **Layflat.com was officially launched in October 2020** as a cohesive experienced international bookbinding team. (<http://ow.ly/mAYM30rjcO8>)
- **Durst acquired a majority stake in Vanguard Digital Printing Systems**, headquartered in Lawrenceville, GA, USA. Vanguard Digital is a leading manufacturer of printing systems for the signage, decoration, corporate, industrial and packaging sectors. The new company will operate as Vanguard Durst Digital Printing Systems ([www.durst-group.com](http://www.durst-group.com))
- Starting June 1, 2021, the **Google Photos and Google Docs apps will end unlimited storage**, and count any new media you save toward the storage limit on your Google account, 15GB for free users. Previously, you could back up as much media as you wanted on Google Photos—so long as the photos were limited to 16 Mpixels and the videos to 1080p (which Google classifies as its “High quality” tier). According to Google, more than 4.3 million GBs are added across Gmail, Drive, and Photos every day. (<http://ow.ly/Cafj30rjKsy>)
- HP Inc. and Shutterfly announced an expansion of their strategic relationship, with **Shutterfly investing in more than 60 new high-performance HP Indigo Digital Presses**. Shutterfly was a customer beta site for the new 29-inch format HP Indigo 100K. The rollout includes B2 sized HP Indigo 100K digital presses, HP Indigo 12000 digital presses, as well as significant investment in web-fed photo presses. The annual global photo printing and merchandise market is expected to reach a value of \$3.117 billion by the end of 2026, with a CAGR of 8.1% during 2021-2026, compared with US\$ 1.7960 Billion in 2019 [2020 Photo Printing and Merchandise Market Report by 360 Market updates. August, 2020]. (<http://ow.ly/MkTK30rjTYu>)
- **Kodak Alaris has announced a January 2021 price rise on all Kodak-branded film**, including single use cameras, of 10% and 20% in the UK. These are not actual price rises at retailers, as some outlets absorb part of the increase. Other countries may differ. (<http://ow.ly/Qk6Q30rjVOn>)
- Lomography has introduced the **35mm Sutton’s Panoramic Belair camera with a fixed f/11 32 mm liquid-filled lens** that creates special effects and two shutter speeds - 1/100 second and B. The largest image size is 104x35mm. The images can also be digitized. (<http://ow.ly/lj1h30rkDYZ>)
- **Introductory review of how to use flash for better photos on film.** (<http://ow.ly/4QZH30rijsc>)
- **Kodak Moments has announced its new touch-free photo printing technology solution for retail partners.** Both Kodak Moments To Go and the touch-free solution are available now. (<http://ow.ly/fiNa30rkOIC>)
- Under a collaboration with Zund America, the Graphic Systems Division of **Fujifilm North America will market/sell digital cutting systems available from Zund America** to print service providers in the U.S. and Canada. Zund UK has partnered with Inca Digital. (<http://ow.ly/XICD30rkYMZ>)
- **Worldwide shipments of hardcopy peripherals increased for the first time since 2Q 2018**, growing 8.6% to 26.2 million units in 3Q 2020, according to *IDC’s Worldwide Quarterly Hardcopy Peripherals Tracker*. Expansion was driven by the demand for low-end, cost-effective inkjet devices for home working and home education Both the inkjet and laser markets posted growth in 3Q20, registering gains of 13.8% and 2.0% respectively. (<http://ow.ly/gXzW30rkZto>)

## Upcoming Conventions/Meetings

<b>Dec. 3-6</b> +44 1737 240788	<b>FESPA NOW Dec. 2-5, 2021</b> Fax: +44 1737 233734	<b>FESPA Eurasia</b> ( <a href="http://www.fespa.com">www.fespa.com</a> )	<b>Istanbul Expo Centre</b> Istanbul, Turkey
<b>Dec. 6</b> +32 (0)475 46 14 48	<b>ASBL NOW Oct. 22-24, 2021</b>	<b>Brussels Photofair</b> ( <a href="http://www.brussels.be/fair-photo-days">www.brussels.be/fair-photo-days</a> )	<b>Brussels Expo</b> Brussels, Belgium
<b>Dec. 7-9</b> +44 1372 802019	<b>Smithers Pira</b> <b>VIRTUAL ONLINE</b>	<b>Digital Print for Packaging Europe 2020</b> ( <a href="http://www.printfutures.com/europe">www.printfutures.com/europe</a> )	<b>Leonardo Royal Hotel</b> Amsterdam, Netherlands
<b>Dec. 8</b> +44 (0) 1732 897 452	<b>Abacus Communications</b> <b>POSTPONED</b>	<b>Kiosk and Digital Signage 2020</b> ( <a href="https://kdseurope.com">https://kdseurope.com</a> )	<b>Business Design Centre</b> London, UK
<b>Dec. 13</b> +32 (0)3 239 56 38	<b>Dipro bvba</b> <b>POSTPONED</b>	<b>Photography Fair</b> ( <a href="http://www.dipro.be/benl/fotografiebeurs">http://www.dipro.be/benl/fotografiebeurs</a> )	<b>Antwerp Expo</b> Antwerp, Belgium
<b>Jan.11-14, 2021</b> +1-301-694-5243	<b>CEA VIRTUAL</b>	<b>International CES 2021</b> ( <a href="http://www.CES.tech">www.CES.tech</a> )	<b>ALL DIGITAL</b>
<b>Jan. 11-15</b> +1-703-642-9090	<b>IS&amp;T VIRTUAL</b> Fax: +1-703-642-9094	<b>Electronic Imaging 2021</b> ( <a href="http://www.electronicimaging.org">www.electronicimaging.org</a> )	<b>Short Courses</b>
<b>Jan. 18-23</b> +1-703-642-9090	<b>IS&amp;T VIRTUAL</b> Fax: +1-703-642-9094	<b>Electronic Imaging 2021</b> ( <a href="http://www.electronicimaging.org">www.electronicimaging.org</a> )	<b>Technical Sessions</b>
<b>Jan. 17-19</b> +1-888-260-0016	<b>PPA ONLINE</b> Fax: +1-404-614-6405	<b>ImagingUSA 2021</b> ( <a href="http://www.imagingusa.org">www.imagingusa.org</a> )	<b>ONLINE</b>
<b>Jan. 20</b> +1-207-235-2225	<b>IMI</b> Fax: +1-207-235-2226	<b>Inkjet Age of Materials Conference</b> ( <a href="http://imiconf.com">http://imiconf.com</a> )	<b>ONLINE Session 2</b>
<b>Jan. 25-31</b>	<b>EFI ONLINE</b>	<b>EFI Engage Conference</b> ( <a href="http://ow.ly/azSE30rgNK9">http://ow.ly/azSE30rgNK9</a> )	<b>ONLINE</b>
<b>Jan. 25-Feb. 5</b> +44 1223 236920	<b>IMI Europe ONLINE</b>	<b>Inkjet Winter Workshop</b> ( <a href="https://imieurope.com">https://imieurope.com</a> )	<b>ONLINE</b>
<b>Jan. 27-30</b> +1-510-390-3044	<b>SPAC VIRTUAL</b>	<b>School &amp; Sports Photogs of California</b> ( <a href="http://www.spac-usa.org">www.spac-usa.org</a> )	<b>ONLINE</b>
<b>Feb. 7-9</b> +1-703-549-3001	<b>NACDS</b>	<b>2021 Regional Chain Conference</b> ( <a href="http://regional.nacds.org">http://regional.nacds.org</a> )	<b>Marriott Harbor Beach Resort</b> Ft. Lauderdale, FL
<b>Feb. 17</b> +1-207-235-2225	<b>IMI</b> Fax: +1-207-235-2226	<b>Ink Jet 2021 Conference</b> ( <a href="http://imiconf.com">http://imiconf.com</a> )	<b>ONLINE</b>
<b>Feb. 22-25</b> +1-888-260-0016	<b>Photo Booth Expo NEW DATE</b>	<b>Photo BoothExpo 2021</b> ( <a href="https://photoboothexpo.com">https://photoboothexpo.com</a> )	<b>Bimonthly until December 2021</b> Southpoint Casino Las Vegas, NV <b>Feb 21-24,2022</b>
<b>Feb. 23-25</b>	<b>GSMA</b>	<b>MWC Connected Impact</b> ( <a href="http://www.mwcshanghai.com/">www.mwcshanghai.com/</a> )	<b>Shanghai New Int'l Expo Ctr.</b> Shanghai, China
<b>Feb. 24-25</b> +44 1223 236920	<b>IMI Europe</b>	<b>InnoLAE</b> ( <a href="https://imieurope.com">https://imieurope.com</a> )	<b>ONLINE</b>
<b>Feb. 25-28</b> +81-3-6741-4015	<b>CIPA</b>	<b>CP+ Camera &amp; Photo Imaging 2021</b> ( <a href="http://www.cpplus.jp/en/">www.cpplus.jp/en/</a> )	<b>Pacifico Yokohama</b> Yokohama, Japan
<b>Feb. 25-Mar. 3</b>	<b>Messe Düsseldorf</b>	<b>Interpack 2021</b> ( <a href="http://www.drupa.com">www.drupa.com</a> )	<b>Düsseldorf Fairgrounds</b> Düsseldorf, Germany
<b>Mar. 5-8</b> +1-800-320-8115	<b>SYNC Real &amp; Virtual</b>	<b>SYNC 2021</b> ( <a href="http://www.syncrocks.com">www.syncrocks.com</a> )	<b>Sandestin Golf &amp; Beach Resort</b> Destin, FL
<b>Mar. 9-12</b> +44 1737 240788	<b>FESPA</b> Fax: +44 1737 233734	<b>FESPA Global Print 2021</b> ( <a href="http://www.fespa.com">www.fespa.com</a> )	<b>RAI Expo Center</b> Amsterdam, Netherlands
<b>Mar. 9-12</b> +44 1737 240788	<b>FESPA</b> Fax: +44 1737 233734	<b>European Sign Expo 2021</b> ( <a href="http://www.fespa.com">www.fespa.com</a> )	<b>RAI Expo Center</b> Amsterdam, Netherlands
<b>Mar. 17</b> +1-207-235-2225	<b>IMI</b> Fax: +1-207-235-2226	<b>Inkjet Age of Materials Conference</b> ( <a href="http://imiconf.com">http://imiconf.com</a> )	<b>ONLINE Session 3</b>
<b>Mar. 17-20</b> +44-1745-356935	<b>SWPP</b>	<b>Societies of Photographers 2021</b> ( <a href="https://thesocieties.net/convention/">https://thesocieties.net/convention/</a> )	<b>Novotel London West</b> Hammersmith, London UK
<b>Mar. 18-21</b> +1-216-622-2733	<b>SPE</b> Fax: +1-216-622-2712	<b>Imaging Legacy: Archives, Collections</b> ( <a href="http://www.spenational.org/conferences/2021">www.spenational.org/conferences/2021</a> )	<b>Sheraton Denver Downtown</b> Denver, CO
<b>Mar. 24-27</b> +44 1737 240788	<b>FESPA</b> Fax: +44 1737 233734	<b>FESPA Brasil</b> ( <a href="http://www.fespa.com">www.fespa.com</a> )	<b>Expo Center Norte</b> São Paulo, Brasil
<b>Mar. 30-Apr. 1</b> +1-800-546-3300	<b>ASI</b>	<b>ASI Show Orlando</b> ( <a href="http://www.asishow.com">www.asishow.com</a> )	<b>Orange County Convention Center</b> Orlando, FL



## Business News

**Ricoh Co., Ltd, Tokyo, Japan** (<http://www.ricoh.com>) ...

... reported FY (Mar. 31, 2020) **net revenues of ¥2008.5 Billion** (2019 - ¥2013.2 Billion) with a **gross profit of ¥721.5 Billion** (2019 - ¥766.8 Billion) with an **income from operations of ¥79.0 Billion** (2019 - ¥86.8 Billion), **income before income taxes of ¥75.9 Billion** (2019 - ¥84.0 Billion) and a **net income of ¥44.4 Billion** (2019 - ¥55.4 Billion), or **¥54.58/share** (2019 - ¥68.32/share). **Comprehensive income was ¥1.6 Billion** (2019 - ¥36.1 Billion) [attributable to owners ¥6.9 Billion (2019 - ¥30.3 Billion), attributable to non-controlling interests ¥4.7 Billion (2019 - ¥5.8 Billion)].

For 6 months (Sept. 30, 2020) **net revenues of ¥761.9 Billion** (2019 - ¥994.8 Billion) with a **gross profit of ¥262.4 Billion** (2019 - ¥367.4 Billion) with a **loss from operations of ¥30.6 Billion** (2019 - income of ¥48.6 Billion), **loss before income taxes of ¥29.5 Billion** (2019 - income of ¥6.8 Billion) and a **net loss of ¥22.2 Billion** (2019 - income of ¥32.2 Billion), or **-¥30.64/share** (2019 - +¥40.37/share).

In its Annual Securities Report, Ricoh wrote: “Under the 19th Mid-Term Management Plan, which commenced in FY2017, we focused on implementing structural reform aimed at increasing the profitability of our core businesses and optimizing our assets, under the “RICOH Resurgent” strategy.

“Since the beginning of 2020, however, the risks of a global economic downturn have increased owing to the COVID-19 pandemic. The economic climate has also continued to change amid China trade friction, slowdowns in emerging economies, and foreign exchange fluctuations. At the same time, evolutions in artificial intelligence, fifth generation mobile telecommunications technology, and other advances, as well as the expansions of the sharing and gig economies are changing customer value perceptions and work practices. They are also transforming demand trends. We accordingly recognize that it will be challenging to keep expanding earnings based on our approaches to date. We also believe that there will be opportunities for new business expansion.

“Under the 19th Mid-Term Management Plan, which commenced in FY2017, Ricoh focused on implementing structural reform aimed at increasing the profitability of its core businesses and optimizing its assets, under the “RICOH Resurgent” strategy. It proceeded with the restructuring of Ricoh Group companies, with an awareness of the need to build Ricoh into a company that can continue to create cash flow to fund investment for the future. However, faced with the impact of the spread of COVID-19 around the world after the end of FY2019, Ricoh considers it necessary to concentrate on its immediate response to the crisis, while further accelerating Ricoh’s transformation in anticipation of significant changes to its existing forecasts for the medium- to long-term business environment.

“Since the beginning of 2020 the risks of a global economic downturn have increased owing to the COVID-19 pandemic. The economic climate has also continued to change amid China trade friction, slowdowns in emerging economies, and foreign exchange fluctuations. At the same time, evolutions in artificial intelligence, fifth generation mobile telecommunications technology, and other advances, as well as the expansions of the sharing and gig economies are changing customer value perceptions and work practices. They are also transforming demand trends. Ricoh, accordingly, recognizes that it will be challenging to keep expanding earnings based on its approaches to date. It also believes that there will be opportunities for new business expansion. Over the medium- to long-term, it expects that the impact of the COVID-19 will accelerate two major social trends. The first trend is that companies face growing pressure to help resolve social issues. No matter how profitable they may be, businesses that fail to help realize Sustainable Development Goals cannot hope to build their marketplace reputations or generate sustainable growth. Second, the lifestyles and values of individuals have diversified considerably. The Internet of Things and other advances have removed constraints on where people work, driving the acceleration of personalized work practices. Such changes in the operating climate have made it a pressing challenge to overhaul existing systems and business processes to align them with future business environments. Ricoh recognizes the need to transform itself for tomorrow.”

**Office Printing** [MFPs (multifunctional printers), copiers, laser printers, digital duplicators, wide format printers, facsimile machine, scanners, related parts and supplies, services, support and software]. FY sales were ¥1,006.3 Billion (2019 - ¥1,086.4 Billion) with an operating profit of ¥90.3 Billion (2019 - ¥118.0 Billion). Half-year sales were: ¥382.3 Billion (2019 - ¥512.4 Billion) with an **operating loss of ¥6.3 Billion** (2019 - income of ¥51.3 Billion).

Through the third quarter, unit sales of color A3 MFPs rose 3%, year on year, reflecting the impact of new models. Hardware sales declined in the fourth quarter, however, owing to the COVID-19 pandemic, as lockdowns, social distancing, and other factors constrained customer business activity and caused sales of related consumables to fall. Operating profit dropped because the pandemic caused sales and gross profit to decrease, offsetting progress in cutting operating expenses on the strength of structural reforms.

**Office Service** [Personal computers, servers, network equipment, related services, support, software service solutions related to documents] FY sales were ¥569.0 Billion (2019 - ¥481.4 Billion) with an operating profit of ¥20.1 Billion (2019 - ¥118.0 Billion). Half-year sales were: ¥224.7 Billion (2019 - ¥265.1 Billion) with an operating income of ¥11.6 Billion (2019 - ¥15.5 Billion).

In fiscal 2019, sales surged, particularly in Japan, for solutions packages that integrate IT equipment, software, and services to digitize workflows for customer industries and businesses, centered on small and medium-sized enterprises. Overseas, Ricoh selected countries in which it would prioritize strengthening its business to build an IT sales and services infrastructure, constructing a structure that included acquisitions. It moved to expand its digital business by purchasing DocuWare GmbH, which maintains a cloud and on-premise content services platform to support the automation of corporate document management and workflows, primarily in Europe and the United States.

In Japan, it sold personal computers, IT systems deployment, and offered support solutions in line with demand for transitioning to Windows 10. It also offered industry- and business-specific solutions packages. Toward the end of the FY, sales surged of packages that help companies create teleworking frameworks to overcome the impact of the COVID-19 pandemic. Overseas, it expanded sales of IT services and other offerings in Europe, the Middle East, and Africa.

Both segment operating profit and operating margin rose, reflecting steady progress in constructing business foundations to transform away from being an office automation manufacturer toward becoming a digital services company.

**Commercial Printing** [Cut sheet printers, continuous feed printers, related parts and supplies, services, support and software]. FY sales were ¥178.4 Billion (2019 - ¥185.3 Billion) with an operating profit of ¥23.2 Billion (2019 - ¥27.2 Billion). Half-year sales were: ¥62.7 Billion (2019 - ¥85.5 Billion) with an operating income of ¥2.0 Billion (2019 - ¥10.7 Billion).

Steadily expanded new product sales throughout year (+10% through Q3) Sales of color continuous feed machines increased on stronger technical support (+92% through Q3 and +29% for fiscal 2019) Sales of cutsheet and continuous feed models increased through February this year but plunged 30% in March owing to the COVID-19 pandemic.

**Industrial Printing** [Inkjet heads, imaging systems and industrial printers] FY sales were ¥23.0 Billion (2019 - ¥20.7 Billion) with an **operating loss of ¥5.0 Billion** (2019 - **loss of ¥7.1 Billion**). Half-year sales were: ¥10.3 Billion (2019 - ¥11.7 Billion) with an **operating loss of ¥1.9 Billion** (2019 - **loss of ¥2.3 Billion**).

Increased FY sales by 11% and improved earnings by ¥2.1 billion on favorable demand for inkjet heads and expanded industrial printer sales. In key Chinese market, inkjet head sales were down owing to COVID-19 (Ricoh's capacity to increase production was not utilized). Boosted revenues and earnings from expanded sales of industrial printers(doubled in sales units).

**Thermal Media** [Thermal paper, thermal media] FY sales were ¥61.9 Billion (2019 - ¥66.4 Billion) with an operating profit of ¥3.2 Billion (2019 - ¥4.2 Billion). Half-year sales were: ¥27.2 Billion (2019 - ¥31.7 Billion) with an operating income of ¥0.9 Billion (2019 - ¥1.5 Billion).

Demand has risen solidly in this area on growth in e-commerce, which has driven demand growth worldwide for shipping labels. Against this backdrop it has drawn on the materials technologies that it amassed over the years to steadily expand its business, notably by supplying thermal paper, ribbons, and other products that ensure outstanding resistance to heat and abrasion resistance and deliver superior print definition and storage capabilities. It has also endeavored to broaden new value through such offerings as our proprietary rewritable contactless laser system.

**Other** [Optical equipment, electronic components, semiconductor devices, digital cameras, industrial cameras, 3D printing, environment, healthcare solutions and financial services] FY sales were ¥197.6 Billion (2019 - ¥218.1 Billion) with an operating income of ¥2.3 Billion (2019 - income of ¥17.3 Billion). *Financing business included in these numbers: FY sales ¥169.7 Billion (2019 - ¥159.2 Billion) with an operating income of ¥33.4 Billion (2019 - ¥31.6 Billion).* Half-year sales were: ¥64.1 Billion (2019 - ¥99.4 Billion) with an **operating loss of ¥11.7 Billion** (2019 - **loss of ¥0.7 Billion**).

Revenues increased after stepping out impact of removing logistics business from consolidation. Expanded domestic finance business and improved Smart Vision business earnings on favorable GR and THETA 360.biz official partner program. Ricoh's application for virtual property tours has expanded business opportunity for its 360° camera, and has been very well received. While camera sales were down owing to COVID-19, earnings improved.

**Figure 7 Sales by Geographic Region** (¥ Billions)

	<b>Fiscal Year</b>		<b>Six Months 2020</b>	
	<b>2019-20</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2018-19</b>
Japan	872.4	805.8	335.4	429.6
The Americas	534.2	567.4	186.7	269.0
<i>United States</i>	445.5	468.3	160.8	224.4
Europe, Middle East & Africa	436.5	458.9	169.5	208.5
Other	<u>165.6</u>	<u>181.1</u>	<u>70.4</u>	<u>87.6</u>
<b>Total</b>	<b>445.5</b>	<b>468.3</b>	<b>761.9</b>	<b>994.8</b>

**Kanematsu Corp., Tokyo, Japan** (<https://www.kanematsu.co.jp/en>) ...

... parent company of Sinfonia Photo, a diverse product line of products and accessories in the photographic digital imaging industry. Sinfonia products are offered under Sinfonia Photo, a business unit of Kanematsu USA Inc.

Kanematsu reported FY (Mar. 31, 2020) **net revenues of ¥721.2 Billion** (2019 - ¥723.8 Billion) with a **gross profit of ¥110.9 Billion** (2019 - ¥110.0 Billion) with an **income from operations of ¥28.4 Billion** (2019 - ¥30.3 Billion), **income before income taxes of ¥26.9 Billion** (2019 - ¥29.2 Billion) and a **net income of ¥18.2 Billion** (2019 - ¥20.4 Billion), or **¥72.43/share** (2019 - ¥198.22/share). **Comprehensive income was ¥14.5 Billion** (2019 - ¥19.1 Billion) [attributable to owners ¥10.9 Billion (2019 - ¥15.0 Billion), attributable to non-controlling interests ¥3.6 Billion (2019 - ¥4.1 Billion)].

For 6 months (Sept. 30, 2020) **net revenues of ¥304.8 Billion** (2019 - ¥357.0 Billion) with a **gross profit of ¥47.5 Billion** (2019 - ¥55.0 Billion) with an **income from operations of ¥10.0 Billion** (2019 - income of ¥14.7 Billion), **income before income taxes of ¥9.6 Billion** (2019 - income of ¥14.2 Billion) and a **net income of ¥7.2 Billion** (2019 - income of ¥9.8 Billion), or **¥70.34/share** (2019 - ¥93.53/share).

**Electronics and Devices** [provides a wide range of products including electronic parts and components, semiconductor and LCD manufacturing equipment, materials and indirect materials related to electronics, coupled with development and proposal services. This segment also deals with mobile communications terminals, mobile internet systems, and information and telecommunication equipment and security equipment and services, and Sinfonia Printers.]. FY sales were ¥254.5 Billion (2019 - ¥265.5 Billion) with an operating profit of ¥19.0 Billion (2019 - ¥18.5 Billion). Half-year sales were: ¥102.9 Billion (2019 - ¥126.8 Billion) with an operating income of ¥7.5 Billion (2019 - ¥9.3 Billion).

For the year, performance in the ICT solutions business was strong, reflecting IT investment demand for servers and storage, mainly in the manufacturing and logistics industries as well as in the virtualization and security fields. Performance in the mobile business was solid, due to improved efficiency in store operations and increased business with corporate customers. Results in the semiconductor and LCD manufacturing equipment business were impacted by measures to address the spread of the novel coronavirus in China.

Over six months, the ICT solutions business performed solidly, despite the postponement of investment observed in the manufacturing industry. The semiconductor parts and manufacturing equipment business remained solid due to the resumption of shipments of equipment to China, which had been postponed due to the impact of the COVID-19 pandemic. The mobile business remained weak given decreased store footfall reflecting shorter business hours, as well as cautious spending before the launch of new models and expectations for lower telephone charges in the current fiscal year, although there had been last-minute demand before the consumption tax hike in the previous fiscal year

**Food and Grains** [Integrates the handling of a broad array of food and foodstuffs, with operations ranging from sourcing raw materials reliably to providing food and foodstuffs, including high value-added products. Merchandise in this segment includes cooked foods, processed fruits, processed agricultural products, beverage ingredients, animal and fishery products, wheat, rice, soybeans, feedstuff and pet foods.] FY sales were ¥251.4 Billion (2019 - ¥265.5 Billion) with an operating profit of ¥2.4 Billion (2019 - ¥4.0 Billion). Half-year sales were: ¥122.9 Billion (2019 - ¥127.5 Billion) with an operating income of ¥0.3 Billion (2019 - ¥1.7 Billion).

**Steel, Materials & Plant** [Operates the domestic and international trade of general steel products including steel plates, bars and wire rods, pipes, and stainless products, carries out overseas projects such as plant and infrastructure development, and sells machine tools and industrial machinery. Additionally, this segment operates the domestic and international trade of crude oil, petroleum products, LPG, functional chemicals and food products, pharmaceuticals and pharmaceutical intermediates, and other products. It also operates businesses related to environmental and emissions rights.]. FY sales were ¥129.9 Billion (2019 - ¥139.4 Billion) with an operating profit of ¥3.8 Billion (2019 - ¥4.4 Billion). Half-year sales were: ¥41.2 Billion (2019 - ¥62.5 Billion) with an operating income of ¥0.5 Billion (2019 - ¥1.8 Billion).

**Motor Vehicles & Aerospace** [Primarily operates international trade of aircraft, helicopters, satellite- and aerospace-related products, automobiles, motorcycles, industrial vehicles and related parts, etc., and also provides products with added value based on demand or use.] FY sales were ¥74.6 Billion (2019 - ¥62.1 Billion) with an operating income of ¥2.4 Billion (2019 - ¥2.5 Billion). Half-year sales were: ¥32.5 Billion (2019 - ¥34.0 Billion) with an operating income of ¥1.3 Billion (2019 - ¥1.3 Billion).

Kanematsu sees five key issues: Responding to changes in market characteristics and location and changes in customer needs; Mutual development with local communities; Consideration of the global environment; Enhancing governance; and Promoting respect for human rights, human resource development, and divers. These are detailed in its 2020 Integrated Report which, like those of numerous Japanese companies, contains extensive information about the company and its goals.

**Photo Imaging News - International Edition - Editors**

Don Franz, Marion Knoche, Edith Liu, E. Sapwater, Kathy Stehling