

sis on the health hazards involved.

Together with the results of the scientific study on the health risks caused by nano particles, the scientists found that the actual toner particles themselves – contrary to popular opinion – count only for one to ten percent of the particles measured. A range of other factors were also found to have influence on the emission, such as the age of the printer, the print method and type as well as the toner charging method and the paper types in use.

The experts from the Freiburg Institute also discovered another important factor in the maintenance of the units tested. Some units expelled extremely high amounts of dust and then almost none after a maintenance service was carried out. Although the study does not prove beyond doubt that printer emissions are a health hazard, they do deliver strong evidence that this might be the case.

Other tests have brought similar results such as that made by the German Institute for Risk Assessment (Bundesinstitut für Risikobewertung/BfR) in Berlin and the State Trade Institute (Landes-gewerbeanstalt/LGA) in Nürnberg. The BfR ascertained that the “emissions from office equipment and specifically those from laser printers and copiers can be brought into connection with negative effects to the health of those of-

fice workers subjected to high emissions.”

The LGA went one step further last year when they tested the emission from six colour lasers printers sold in Germany and compared the results of contamination for the office workers with that of a busy road. Their test of a printer running at high speed and high quality output in an office environment caused the concentration of particles in the room to jump from 100,000 up to 230,000 particles per cubic centimetre after the print run.

Factors influencing emission are the age of the printer, the print method and type as well as the toner charging method and the paper in use

This new survey from the Freiburg Institute has proven to be very media effective and

immediately found its way into the television channels although it has not yet been published. This was no doubt due to the connection made between particulate matter and lung cancer. The second wave of communication is to be expected this summer when the official results are published – no doubt strengthening the already widely spread reservations against toner-based units. This will have its effect on laser-based unit sales.

In other words, the publishing of this survey is almost bound to boost sales for manufacturers such as Brother, Hewlett-Packard, Epson and others with inkjet based office printers in their portfolio. In fact, a better inkjet sales argument for the target customers in purchase departments, works councils, employees and government safety organisations could hardly be found.

Develop – Europe Strong Support for Local Management

Develop, like few other suppliers in the MFP and printing industry, has been able to stem changing market conditions while gaining market shares. The Konica Minolta subsidiary with its headquarters in Langenhagen, Germany, recently announced personnel changes with the handing over of responsibility to the local management. This not only ascertains Develop a great measure of continuity – it can also be seen as a sign of trust.

“It is really not an easy step for me to return to Tokyo after three years as the head of Develop and a total of 15 years in Europe. Nevertheless, I am

looking forward to new challenges in supporting and strengthening sales at our Japanese headquarters, with the aim of achieving new mar-

New Develop President Dirk Roos: He has manoeuvred Develop through the storms of the financial crisis and the stormy waters of the German and European MFP and printer market



ket shares in the growing printer market,” explains Masahiko Nagao, President and General Manager of Develop GmbH in Langenhagen.

The management change comes at the end of the current fiscal year – to March 31st – as is normally the case with Japanese companies. Nagao returns to Konica Minolta Business Technologies, Inc. after just under three years at the German sales company, a job which he took over from Takafumi Isomura.

The unusual part of the changeover in the German ‘dependence’ is the naming of his successor. Nagao’s successor will not be a kinsman, as is tradition in Japanese companies, but a German colleague. As per 1st April of this year, Dirk Roos will be appointed to the position of President and General Manager. Since he started with the company, Roos has been responsible for the operative business and has manoeuvred the small but successful Konica Minolta subsidiary through the storms of the financial crisis and the stormy waters of the German and European MFP and printer market. He has held a management position within the

company since 2002, and since 2004 as Vice President and General Manager German Operations for both national and international business operations.

In the time since Roos took over the helm with Develop in 2003/2004 (31.3.) through to 2009/2010, the company could raise their revenue from around 49 million to 101 million Euro (> table 1). This is a double in turnover – and up to the crisis year 2009, an average annual growth of around 17.5 percent. This is an excellent achievement and well above the industry average.

Roos and his team can take much of the credit for this achievement. In the capacity of personnel management, Roos makes sure that employees are treated as respected individuals while he actively promotes life-long learning for the entire company staff. Develop was named as one of the best employers in the mid-sized business area in a recent German cross-sector study and comparison named “Top Job”.

Table 1

Develop GmbH – Turnover 2003/2004 to 2009/10 (31.3.)

Year	Sales (Mio. €)	Change (%)
2003/04	49,0	-
2004/05	55,0	12,24
2005/06	73,0	32,73
2006/07	85,0	16,44
2007/08	100,0	17,65
2008/09	93,0	- 7,00
2009/10**	101,0	8,60

Source: Develop GmbH: Sales figures apply to Germany and abroad – ** budgeted

Develop achieved this claim through a very strict, two-phase appraisal method carried out by the Institute of Leadership and Personnel Management of the University of St. Gallen, Switzerland.

“Respectful, fair and open dealings with employees are of the highest priority – not only in good but also in hard times,” stated Dirk Roos when accepting the honours. This is a philosophy which Develop also



Past Develop President Masahiko Nagao: “I am looking forward to new challenges in supporting and strengthening sales at our Japanese headquarters”

extends to its distribution partners – and they in return, are important factors in this success story.

Develop however, has been able to achieve this rate of success not only from its own efforts, but also by profiting from the mistakes made by competitors. This is a feat which not all manufacturers are able to accomplish. Especially in the last two years of the economic crisis, Roos and his colleagues were able to convince several dealers to move over into their camp while gaining more and more market share as a secondary supplier. And due to Develop’s good partnership, the competition can forget about returning to the fold of their stray dealers – even if

they are capable of reinstating a better sales and marketing strategy. Once left empty, the space in the queue is lost for good.

One good reason why the company with the red emblem is also a red flag to the competition is that due to its OEM partnership with Konica Minolta, Develop also has an excellent product line-up. Last year, Develop extended their portfolio with monochrome MFP systems and additional colour units. At the same time, they also introduced a printer line-up. They currently offer 19 MFP machines, four print systems and five production units. The Develop management are now poised to implement their good name to further support their printer business.

One other important component in Develop's portfolio is the excellent result achieved in the building up of their solutions business. Together with the print and document management software, they also extended their offering with the so-called "Enterprise Suite." This is a modular, server-based solution for efficient data and cost security, individual display configuration, system administration and cost control. The accounting software Pcounter has been upgraded with two important functions – follow-me and rule based printing. In addition, the solutions now also include variable printing for production print as well as internet printing. "As far as

the development of solutions is concerned, we have strengthened our partners' pre-sales support," states Roos going on to explain that the "implementation of open API and programming kits allow systems to be integrated into our customer's workflow resulting in highly efficient processes – and more savings for the users."

The new Develop President sees more challenges ahead coming from a balance between continuity and renewal.

"The know-how and competence of our sales partners in combination with the further development of our product and services will lead to real added value in the use of digital communication and printing solutions," is Roos's firm belief. One new project is being developed amongst technicians in which untapped resources are being activated. The concept was introduced last year and is today already bringing benefit. *(To be continued in a following issue)*

Printer Report – UK, France, Germany A Trio of Tough Times

The numbers of laser and LED based printers sold in 2009 decreased sharply in each of the three major European markets of Germany, France and the UK. In two of these countries, the situation in their office printer segment looks a bit brighter, whereas in the third country this segment also developed poorly. Not a single manufacturer managed to increase their overall unit sales in all three countries.

And the winner is: Germany – at least at first glance. This might be the résumé when comparing the markets of Germany, the United Kingdom and France in terms of unit sales stability of laser and LED based printer systems in 2009. However, declaring German a winner is relative because all three markets suffered decreases. The percentage decline in the UK and France was almost double the overall sales decrease in Germany, due to the smaller British and French market size. On the other hand, Germany experienced

the largest unit sales drop (almost 140,000 units) compared to the slightly less unit decline in the UK (128,000) and France (123,000).

The UK was hit hardest with the overall market size of laser and LED printers declining by 17.2 percent from 744,000 in 2008 to 616,000 units last year. France came in a close second with a decline of 15.9 percent from 774,000 units in 2008 to 651,000 units in 2009 in the segment 1-150 ppm. Germany fared relatively well, needing only to book a single-digit minus of 9.3 with a drop to