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No doubt – Kleis is not the kind of manager to let the wind blow in his face and allow this affront to pass by unnoticed. With his solid financial background, he can recline on his 16-metre yacht and let a warmer wind blow him forward.

For Sharp, this is not a good time for Kleis to leave – and that is putting it mildly. They currently face the launch of new production machines in Europe which will require no small effort, good market knowledge and a high level of support from the European top management for the office automation division. Especially in Germany, where the organization cannot fall back on direct sales but must depend on their dealership. Whether the Sharp management will be able to regain the loss of motivation caused by this change, must first be seen to be believed. “There’s the strong possibility that some of the Sharp staff will now want to leave – accompanied by a good severance package,” is the statement from a Sharp expert.



**New flagship MX-M1100 from Sharp:** Requires no small effort, good market knowledge and a high level of support from the European top management for the office automation division.

## Develop – Europe The Start of a New Era

**There are personnel changes ahead in the top management of the Konica Minolta subsidiary Develop. The appointment of a new Japanese manager in the summer of this year should secure the continuation of the company’s excellent business development.**

The long-standing President of the 100 percent Konica Minolta subsidiary, with headquarters in Langenhagen, Germany, Takafumi Isomura, is taking his retirement on July 31st, 2007. Isomura has been with Konica Minolta Business Technologies, Inc., Tokyo, Japan, for the past 35 years. More recently, he can look back on a truly successful cooperation with the Develop business partners – stating that he is “very pleased” with developments.

In his working career, Isomura accomplished something truly unusual for a Japanese manager – 20 years of active “service” within Europe alone. Amongst other positions, he was President of Minolta Spain for some years, and although seldom in the public eye, he remained in the background pulling the strings. According to those with knowledge

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of the company, he proved to have “an eye for choosing good employees and staff”.

One of his smart choices was to hire Dirk Roos. It is thanks to him and his drive that the Develop product range reached its targets, pushing the company ahead. It is therefore no surprise that he is now the new General Manager for both national and international business operations. Previously, he was manager of the German Business Operations also responsible for the general administration. “Roos has brought convincing results for our company and, therefore, he has been given greater responsibilities,” states Isomura.

Develop maintains its own sales and marketing policy within the Konica Minolta organization and is active in 49 countries worldwide. In Germany, their home



**Develop General Manager Dirk Roos:** “has brought convincing results for our company and, therefore, he has been given greater responsibilities”

ground, over 300 authorized dealers ensure a wide coverage, while in other countries Develop also cooperates with independent distributors. The Langenhagen team have put a lot of effort into their export business which meanwhile is bringing in more than 60 percent of their total business. For the third year running in 2006/2007 (31.3.), Develop achieved a double digit increase in turnover which even exceeded management expectations. Specifically in the most important market area, the color market, Develop was able to increase turnover by over 45 percent.

It is company policy not to publish absolute numbers, but we estimate that Develop have pushed their turnover up 18 to 20 percent. This would create revenue of somewhere around the 100 million Euro mark. A respectable result and according to Roos, “percent-wise Develop is the fastest growing brand in the entire European market”.

Develop aim to further strengthen their position in the digital color printing market during this fiscal year and “with the successful launch of the ineo+ 650 we have now stepped into the high volume production segment,” states Roos. Their intention is to generate double digit growth rates in the over 50 ppm print-on-demand (PoD) segment and the office color segment in next two years.



**Develop President Takafumi Isomura:** He can look back on a truly successful cooperation with Develop business partners and is “very pleased” with developments

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Roos will not only continue the Develop distribution strategy with complete dedication to the dealership, he states, "this is where our strength comes from and it is mirrored in the results of the annual customer satisfaction survey which we conduct amongst our partners. What counts is our competence – and proximity to our customers."

Develop describes the introduction of the new product generation as "the start of a new era". The ineo+ 550 is the first model in this new series – with a further eight systems to be introduced until the summer of 2008. The systems allow specific templates to be created for the individual PoD environments.



*Isomura successor Masahiko Nagao: He knows the European market well and is no doubt a guarantee for continuity and the further expansion of Develop's business*

Impose – an optional, server based software solution – supports RIP server imposition and, according to Develop, delivers excellent flexibility. Impose runs on all Develop color systems using a Fiery controller and is integrated in the Fiery Command WorkStation application. The PDF-based Fiery Impose workflow processes and compiles the documents before the original data has been ripped and templates are available for standard layouts in order to speed up the imposition process.

Develop intends to keep one step ahead with this new color generation technology both in view of quality and the price-performance ratio, which according to Roos, "combines all our system advantages. Not only ease-of-use with a uniform user interface and the highest productivity rate in this segment, but also the varied finishing possibilities all resulting in an excellent price-performance ratio". The print quality and color stability is reputed to be ideal for the professional color user while at the same time the attractive price-performance makes the unit interesting even for those clients without large color output volumes.



**New Develop system ineo+ 550: First model in a new series of eight systems and "the start of a new era"**

In the future, the company wants to show a lower profile in the monochrome segment. The Develop management judges the competition in this area to be so intense that they prefer to keep monochrome installations at the current level while concentrating on increasing their sales drive in the color area. This should not be too difficult for the Konica Minolta subsidiary because

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their sales in the 20-50 ppm color MFP area have already overtaken sales of monochrome systems.

Isomura's successor on August 1st, 2007 will be Masahiko Nagao. He has been with the Konica Minolta group for over 23 years and has served in management positions under the European Presidents Kitani and Okamura. He knows the European market very well and is no doubt a guarantee for continuity and the further development of the company's business. However, he will differ from Isomura in his management style, which is said to be communicative but also more aggressive.

## Xerox – Global Color Production Portfolio Addition

**Xerox Corp., Rochester, US, launched the DocuColor 8000AP Digital Press in May of this year. The machine enables print providers to handle a broader range of applications at 80 ppm, regardless of the paper weight or media type running through the system.**

The new color press is the successor to Xerox's DocuColor 8000 Digital Press. It tackles a wide range of media from coated and uncoated paper to transparencies. It can also handle synthetic materials, such as polyester and offering unique applications such as the creation of glossy books and magazines, promotional fliers and direct mail, specialty items including magnets and window stickers and durable papers that resist tearing even when wet.

The Xerox DocuColor 8000AP is designed to meet the diverse high-volume production needs of print providers in commercial and in-house environments and has two operation modes that can be selected on a job-to-job basis to ensure the greatest level of productivity and flexibility for a range of applications and media.

An "All Weights" mode sets the press to run at 80 ppm regardless of paper stock or type, up to a weight of 300 gm<sup>2</sup> – also in duplex. This combination makes the DocuColor 8000AP one of the most productive digital color presses in its price range, claims Xerox. The "All Weights" mode gives the output a matte appearance. With the "Single Weight" mode, the print speed is variable and is based on the type of paper or media used. The latter mode produces output with a glossy look and feel.

"Print jobs must be in good quality and turned around quickly, so productivity and media flexibility are essential," said Michael Zeis, president, Blackstone Research. "The DocuColor 8000AP stands out be-