RT Imaging Summit & Expo Europe
BARCELONA, SPAIN
April 21-22, 2016

international exhibition
BUSINESS-INFORM
2016
Russia, Moscow
3 Day Expo 24-26 May 2016

The Shift to Aftermarket Supplies in Russia: Why is It a Threat?

Dr. Stanislav Malinskiy,
General Director,
Information Agency "BUSINESS - INFORM"

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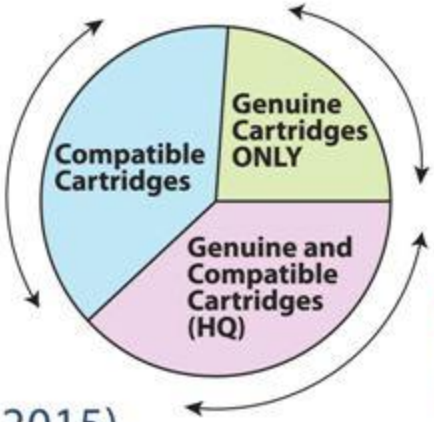
TRENDS - 2015/2016

Stopgap 3:
60% - Buyers will be searching for **cheapest** CPS
REAL≈43%

CPS' purchases will go up on the growing market of **printing outsourcing** (+25% in 2015).



Stopgap 1:
40% - Buyers will be searching for **quality CPS**
REAL≈61%

Stopgap 2:
60% - Buyers will be searching for **cheaper** CPS
REAL≈63%

CPS = Compatible Printing Supplies

Russian Market of Compatible Printing Supplies showed Record Growth in 2015!

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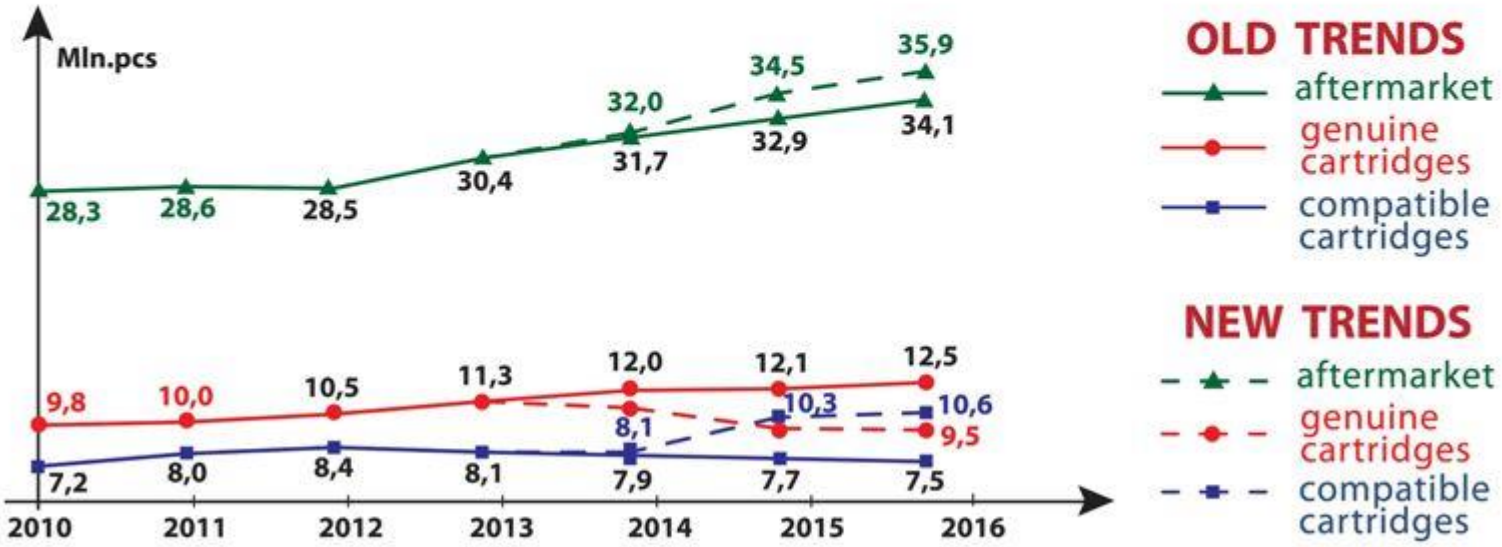
The Russian Market of Supplies for b/w laser printers



2015 RemanWorld
3 DAY EXPO & SUMMIT
15-17 OCTOBER
remanexpo @paperworld
30 January to 2 February 2016,
Hall 6.0 Messe Frankfurt
international exhibition
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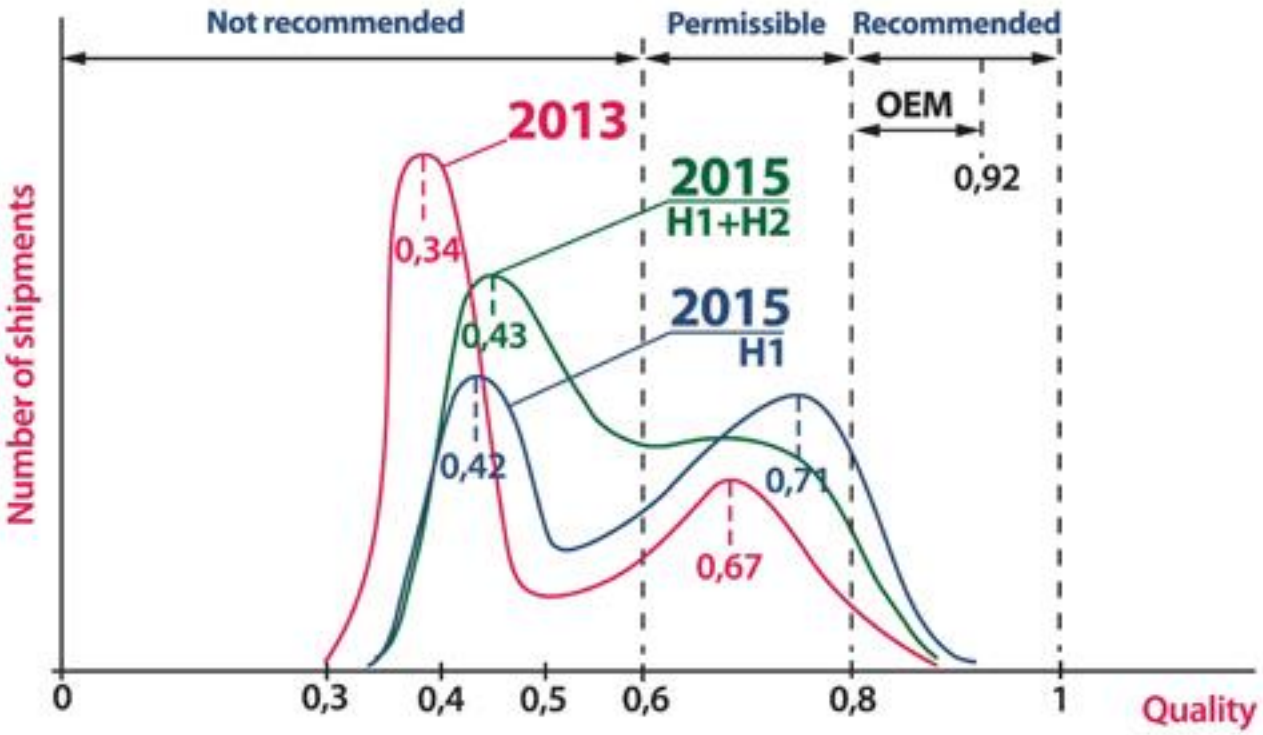
Compatible laser cartridges quality (in Russia)



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JANUARY 15-16, 2016

remanexpo @paperworld
30 January to 2 February 2016,
Hall 6.0 Messe Frankfurt

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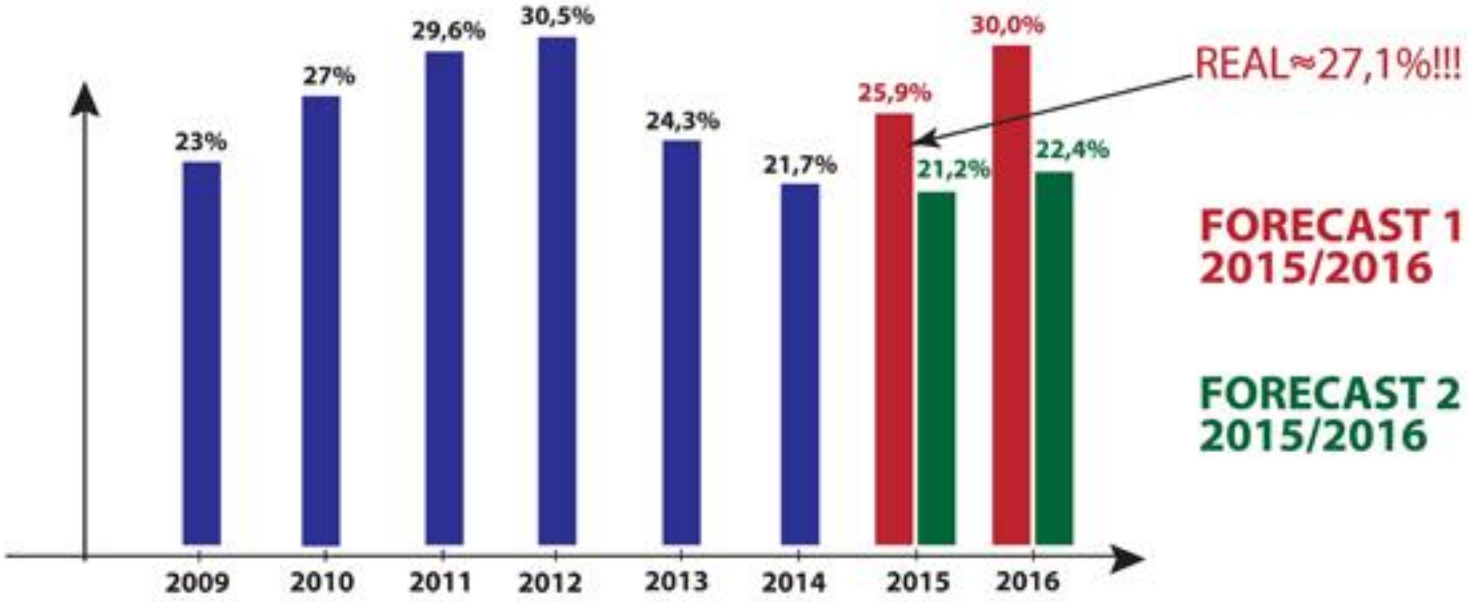
INTERVIEW: "Compatible Cartridges = Poor Print Quality ?"



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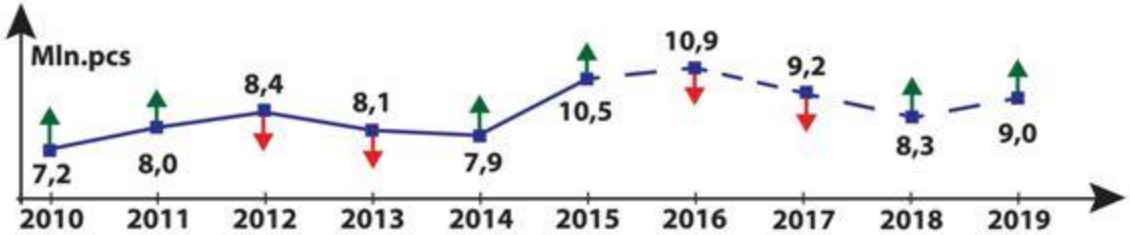
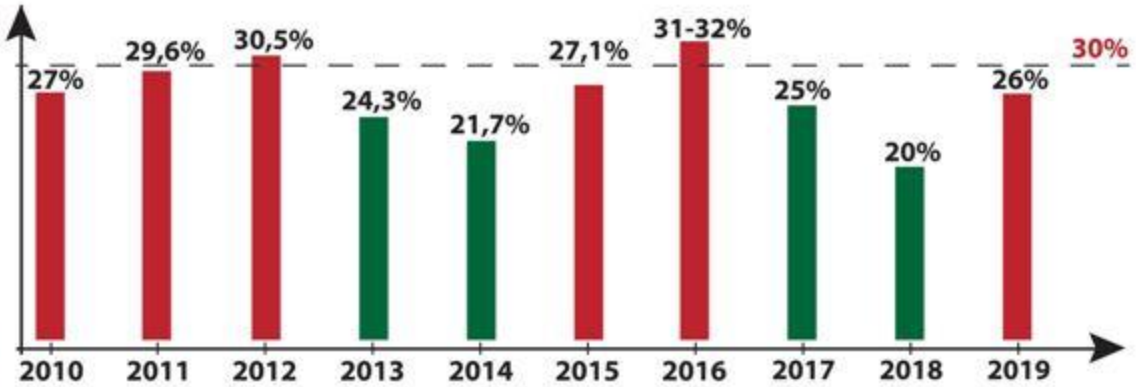
The Russian Market of Supplies for b/w laser printers

The Russian Market of Compatible Cartridges



"Compatible Cartridges = Poor Print Quality ?"



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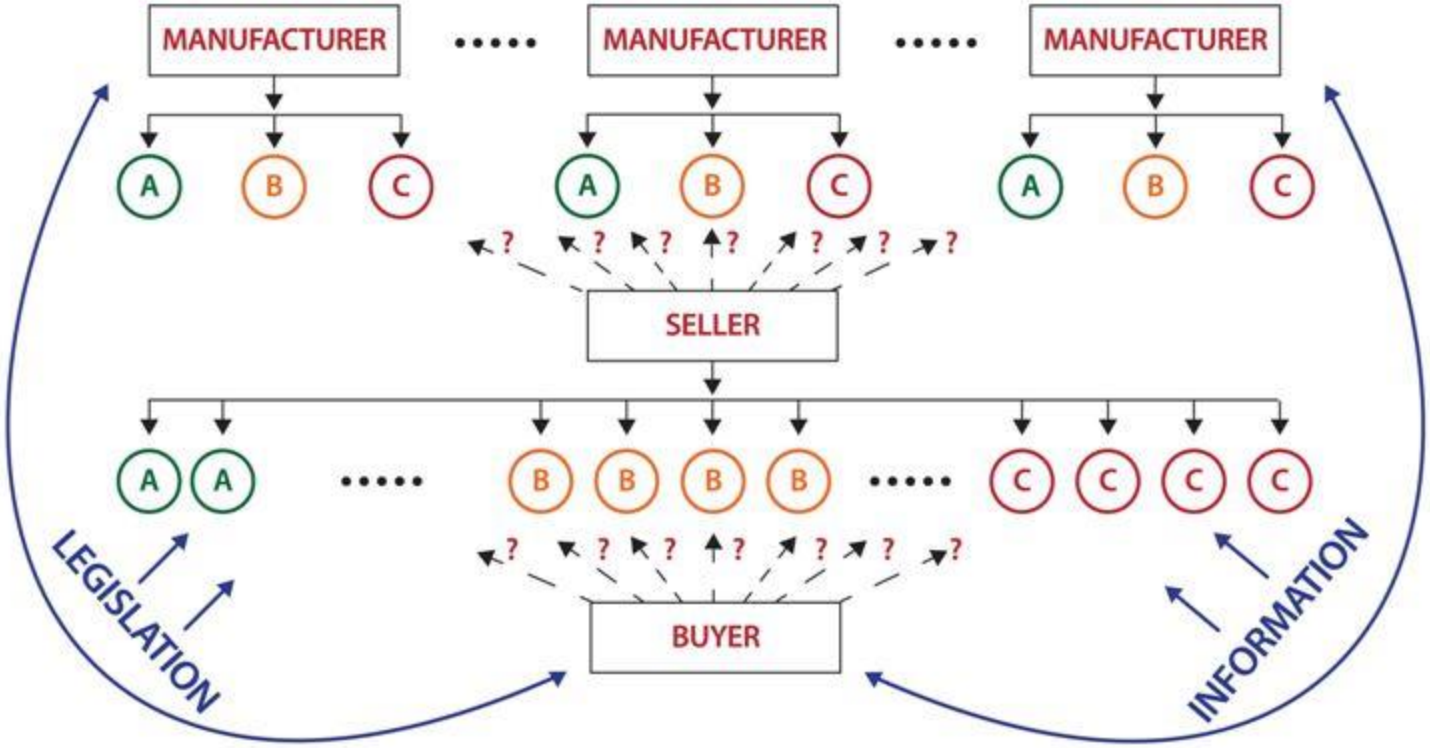

Who will explain to the buyer the advantages of quality products?

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WELCOME!

virtual BI 2016 international exhibition

"BUSINESS-INFORM 2016" EXPO

(Russia, Moscow, 24-26 May 2016)

"BUSINESS-INFORM REVIEW " Magazine

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