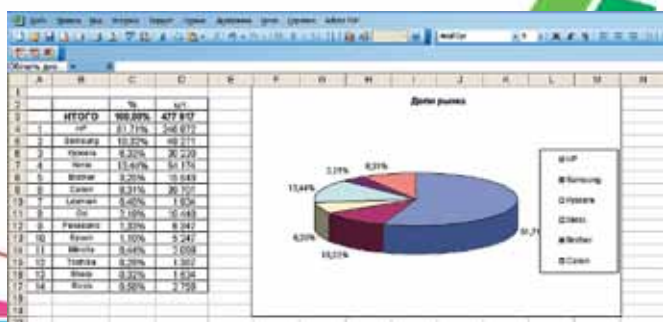


Consulting and information services

More than 16,000 Russian state and commercial organizations use recommendations and advices from experts of the Agency. Our business-partners can get recommendations: what equipment to choose for purchase, in which firms buy the chosen technique, what supplies are better in using, what firms to prefer for service. Each year, experts of the Agency (on the basis of their researches) release a report about Russian printing market, that demonstrate the dynamics of market and give the list of the most interesting models in different market segments, consumable materials to them, not only genuine but also compatible.

№	Поставщик	Тип	Регион	Дата	Сумма поставок, руб.
1703	ООО "Прайм-Сервис"	С-Петербург	2011.08	128 893	
1704	ООО "Экспресс-Прайм"	Санкт-Петербург	2011.08	1 028 000	130
1705	ООО "Авантаж-2010"	Москва	2011.08	983 000	
1706	ООО "Супер-Сервис"	Москва	2011.08	774 439	
1707	ООО "Техно-Сервис"	Москва	2011.08	343 690	
1708	ООО "Техно-Сервис"	С-Петербург	2011.08	182 250	
1709	ООО "Техно-Сервис"	Москва	2011.08	247 000	
1710	ООО "Техно-Сервис"	Москва	2011.08	3 000 000	4
1711	ООО "Техно-Сервис"	Москва	2011.08	411 000	4
1712	ООО "Техно-Сервис"	Москва	2011.08	484 887	10
1713	ООО "Техно-Сервис"	С-Петербург	2011.08	283 950	
1714	ООО "Техно-Сервис"	С-Петербург	2011.08	130 000	
1715	ООО "Техно-Сервис"	С-Петербург	2011.08	387 000	
1716	ООО "Техно-Сервис"	Москва	2011.08	142 222	
1717	ООО "Техно-Сервис"	С-Петербург	2011.08	124 800	
1718	ООО "Техно-Сервис"	Москва	2011.08	338 750	1
1719	ООО "Техно-Сервис"	Москва	2011.08	445 222	
1720	ООО "Техно-Сервис"	Москва	2011.08	482 000	
1721	ООО "Техно-Сервис"	Владимир	2011.08	215 287	3
1722	ООО "Техно-Сервис"	Москва	2011.08	274 882	3
1723	ООО "Техно-Сервис"	Владимир	2011.08	228 787	8
1724	ООО "Техно-Сервис"	Москва	2011.08	82 700	
1725	ООО "Техно-Сервис"	Москва	2011.08	418 891	
1726	ООО "Техно-Сервис"	Москва	2011.08	152 000	
1727	ООО "Техно-Сервис"	Самара	2011.08	600 000	
1728	ООО "Техно-Сервис"	Москва	2011.08	177 000	



Information Agency «Business-Inform» was established in 1997

The main activities of the Agency – the study of Russian market of printers, supplies and printing quality assessment, and consulting on the purchase of printing devices. Agency consists of the head office in Moscow and 52 regional branch offices. More than 16,000 Russian enterprises use advices and recommendations of the Agency in their work. Annually the Agency publishes the series of 8 catalogues on printers, copiers, MFPs, supplies with a total edition of more than 750 000 copies. The Agency has developed a Database «Supplies for printing devices» (installed in more than 2,000 Russian companies), «Russian Suppliers of printing devices and supplies», «Tenders for the procurement of supplies in state institutions and enterprises». On order of the leading state and commercial organizations Agency perform the research of Russian printing market.



Information Agency «Business-Inform»

We know:

- ❖ **Russian Market:** sales, history, trends, capabilities, perspectives
- ❖ **Russian Resellers:** sales, contacts, capabilities, partners, customers
- ❖ **Russian Customers:** contacts, procurement, needs, partners

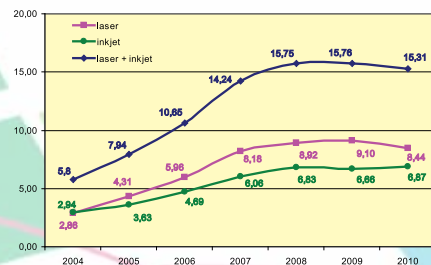
We offer:

- ❖ **Studies** of the Russian printers and supplies markets
- ❖ **Support** for foreign manufacturers of printers and supplies in the presentation and promotion of their products on the Russian market
- ❖ **Consulting** for Russian corporate customers on the selection and purchase of printing devices and supplies
- ❖ **Catalogues** of printers, copying machines, multifunction devices and supplies (development, updating, production and distribution)
- ❖ **Databases:** «Supplies for printing devices», «Tenders for the procurement of supplies in state institutions and enterprises», «Russian Suppliers of printing devices and supplies» (development, updating, production and distribution)
- ❖ **Internet-Databases:** «Printing devices and supplies», «Russian Suppliers»
- ❖ **Research** of prints and copies quality
- ❖ **Development, production and distribution** of information and promotional materials

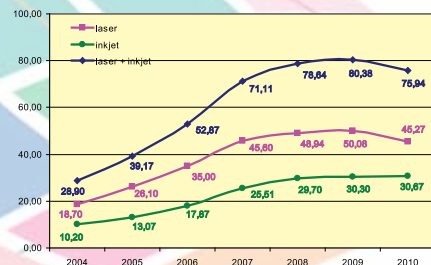
Address: 119034, Moscow, Mansurovskiy pereulok, 13
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e-mail: bizinform@bizinform.ru,
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www.bizinform.ru, www.sforp.ru

Studies of the Russian printing market

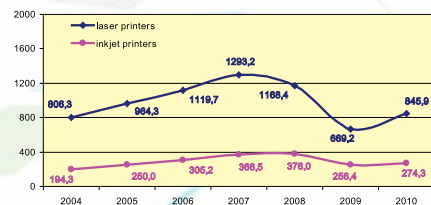
The total number of printers (including MFP), working in Russia in 2004-2010, mln.units



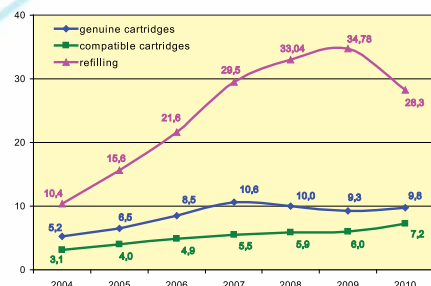
The total amount of consumed supplies in 2004-2010, mln units



Sales volumes of laser and inkjet printers (including MFP) in 2004-2010, \$ mln



The Russian market of supplies for monochrome laser printers in 2004-2010, mln units



Catalogue «The Russian market of printers»

The catalogue describes the principles of work, specifications, and software for 600 models of inkjet, laser, LED, matrix, dye-sublimation, thermal printers. The features for different models of printers within the network are considered. Detailed tables of Compatibility for printers supplies are published.

Catalogue is a guide for correct choice of printers and provides of all the necessary information on various aspects of computer printing.

Volume: 500 pages

Circulation: 100 000 copies

Periodicity: 1 per year



Catalogue «The Russian market of copying machines»

The catalogue describes more than 500 models of copying machines, duplicators and engineering systems. Detailed specifications, capabilities, compatibility tables for supplies are published. Detailed comparison tables allow even non-professional of copying machines to evaluate the real advantages and disadvantages of each of these models.

Catalogue is a guide for correct choice of copying machines, and provides with all necessary information on various aspects of copying works for the most competent management of copiers capabilities.

Volume: 500 pages

Circulation: 100 000 copies

Periodicity: 2 per year



Catalogue «Supplies for printing devices»

The catalogue provides detailed information on the appointment, resources, indicative pricing, product codes, the compatibility of supplies for printers, copying machines, fax machines, MFP of world's leading companies. Both genuine and compatible supplies are considered.

Catalogue is a guide to evidence-based selection of supplies for office equipment and copying machines.

Volume: 500 pages

Circulation: 120 000 copies

Periodicity: 2 per year



Catalogue «Laser printers and MFPs»

The catalogue contains all the necessary information about technical characteristics and functionality of laser printers and MFPs, that implement the function printer, copier, scanner, fax, etc. Usings of multifunction devices as printers, scanners, copiers, fax machines, PC-fax, phone, autoresponders are considered in detail. Detailed tables of compatibility for laser printers and MFPs supplies are published.

Catalogue is published in two parts: Part 1 describes a devices, that implement a black and white laser printing, Part 2 - the devices, that implement a full-color laser printing.

Volume: Part 1–450 pages, Part 2–450 pages.

Circulation: Part 1–100 000 copies, Part 2–100 000 copies.

Periodicity: 1 per year



Internet-Databases «Printing devices and supplies», «Russian Suppliers»

Databases are demonstrated at the Agency's website at www.sforp.ru (SFORP = Supplies FOR Printing). Last issue of Database «Printing devices and supplies» from 09/07/2011 contains description of 5500 printing devices, 7154 genuine and 2851 compatible supplies to them, in the Database «The Russian Suppliers» – more than 2,000 Russian resellers operating in the 150 cities in Russia. In addition to the Databases on the site www.sforp.ru it's possible to find the results of Agency's marketing research (section «Наши исследования» («Our Research»)), detailed Agency's product descriptions (section «Наши продукты») («Our Products»)), as well as news of the Russian printing market (section «Новости» («News»)).



Databases: «Supplies for printing devices», «Russian Suppliers of printing devices and supplies», «Tenders for the procurement of supplies in State institutions and enterprises»

In the last issue of Database «Supplies for printing devices» from 09/07/2011 there is describing of 5500 printing devices models (printers, copying machines, engineering systems, fax machines, MFP, etc.), 7154 genuine and 2851 compatible supplies to them (toners, drums, developers, cartridges , etc.). Database is available to customers on CD-ROM and takes up 650 MB. The installation process on the PC is simple and requires no special skills. Frequency of Database updates is determined by the buyer.

In the last issue of Database «Supplies for printing devices» from 09/07/2011 there are more than 5,000 russian firms operating in the 300 cities in Russia. Search procedure (through the Database) permits to select the firms by criteria (city, authorization, participation in state tenders, etc.).

Database «Tenders for the procurement of supplies in state institutions and enterprises» provides descriptions for procurement of monochrome laser cartridges / toners, made state organizations in Russia. For each purchase in the Database there are following information: the name of the customer and reseller, date, sales volume and data on the quantity supplied cartridges / toners from a predefined list of 200 titles. Additional possibilities inside the database allow to get the most popular statistical estimations: the percent of sales of each cartridge / toner (in pcs.), the percent of sales of each brand, sales statistics by month, by reseller, by customer, for each of the 200 cartridges / toners.

