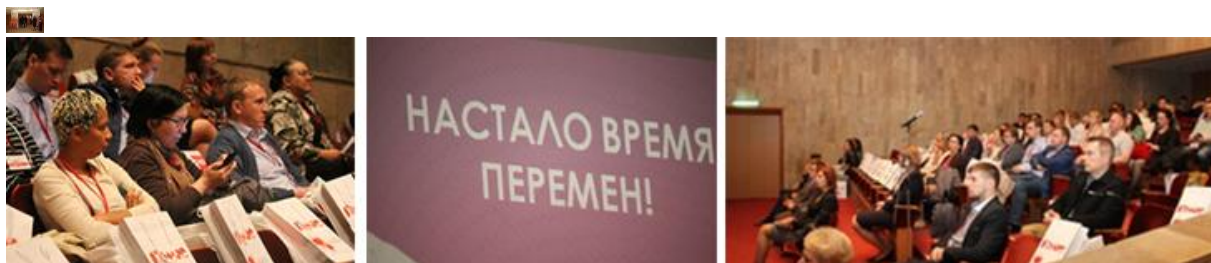


Supplier and corporate buyer: two views on consumables procurement

On the 20th of May 2015 at the «**BUSINESS-INFORM 2015**» International Office Equipment, Printing Supplies and Parts Exhibition the First International Conference “**Supplier and corporate buyer: two views on consumables procurement**”, organized by the Informational Agency Business-Inform and the AHP Association (association of specialists in corporate services and maintenance for Russian enterprises and organizations), took place.



The conference opened with the speech of **Olesya Bagmanyana**, president of the AHP Association, who talked on the goals and objectives facing the professional community, and announced that the Association is preparing an application for the presidential educational grant.



Stanislav Malinskiy, general director of the Informational Agency Business-Inform (Moscow) presented the latest results of the research, made by the Agency, concerning laser printing consumables procurement and new trends caused by the sanctions. In the presentation expected compatible cartridge growth and genuine cartridge sales decrease were demonstrated, and market change consequences for the consumers were analyzed. Remanufacturers' and compatible producers' visible success, negative and positive effects of the sanctions on the Russian market, and compatible consumables quality spread were discussed.



Anastasia Nozdrunova, head of the Komus' Consumables Department, in her report "Quality printing for any budget and needs" pointed out that in recent conditions compatible, refilled and remanufactured cartridges are much in consumer demand. By means of Komus complex solutions regarding product range and service maintenance the printing cost optimization ways were demonstrated.



Evgeny Azarenko, marketing manager at CASIO Europe GmbH, introduced CASIO business products: office calculators and unique tubeless projectors. Special attention was paid to GR-12 desk calculator, double screen calculators, printing calculators for banking, and color designer's calculators, all the flagship models being designed according to the Russian consumers preferences with Japanese quality confirmed by 2-year warranty. CASIO tubeless projectors based on laser diode technology were presented as well: 20 000 hours lasting superior brightness with all wired and wireless connection capabilities – and no need for the tube or filter replacement.



Elena Matyunina, commercial director of Veneta System, federal office printing supplier, talked over the office printing optimization through outsourcing, budget economy and other benefits while using remanufactured laser cartridges, tender issues and advices from Veneta System that help overcoming tender difficulties. She also stressed the import replacement theme by Russian remanufacturing, that results in economy, less currency exchange rate dependence, new jobs and ecological advantages.



Alyona Kulachenkova, corporate services director at Sovcombank and board member of the AHP Association, discussed the theme “To refill, or not to refill: that is the question”. She shared her experience with the laser cartridges: she used to buy only genuine products, being convinced by IT-specialists, that compatibles could damage the machines. But suddenly one of her company’s department after having used refilled and remanufactured cartridges showed no damage to the machines at all. So now she gets benefit from the economy by using the remans under two necessary conditions: 1) only professional remanufacturers are allowed; 2) trusted service company should also take responsibility for possible damage to the machines.



Evgeny Belikov, general director of RAMIS (Moscow), in his report “What is the chinese cartridge?” analyzed the printing consumables market with special regard to the Chinese made cartridges. RAMIS company due to its engineering potential made a series of production tests and sorted out several reliable Chinese cartridge manufacturers (first of all Retech company, whose products are sold in Russia under the Uniton Premium brand). In the presentation the price-quality coherence, transportation standarts (especially in the severe Russian climate), and quality issues feed back from the Chinese companies presented at the Business-Inform 2015 Exhibition were discussed.



Natalia Egmenova, head of the professional corporate standards development and inspector at the AHP Association, being 8-year experienced as corporate services director (including her job at UralSib Insurance Group), explained the goals and objectives of the professional standards development, as well as their future role in the worker-employer relationship and in the professional education policy in Russia. The documents concerning the standard and special terms such as “work function” and “work action” were discussed in details. Finally she stressed the importance of the professionals’ cooperation in elaborating the standard, that may be fundamental for organizing professional education in the field of the corporate services in Russia.



Stanislav Maliskiy in his second report analyzed the myths – traditional opinions, spread on the Russian market: that genuine cartridges are superior to all others, that quality of the Chinese cartridges is always poor, that only genuine cartridges can be remanufactured etc. The presenter demonstrated that the compatibles have shown significant progress in quality in the last years and that the opinions, which were correct 5 years ago, now are called in question.



Volker Kappius, COO at Delacamp AG (Germany), exclusive Sindoh printing devices distributor in the Eastern Europe and on the Russian speaking markets, announced that korean brand Sindoh is coming on the Russian market. He pointed out that Sindoh company, established 1960, is well known on the world market, and is actually the leader of the Korean market. The ODM products by Sindoh are already known in Russia under the partners’ brands Ricoh, Lexmark, Xerox. Sindoh A3 and A4 mono- and full-color devices were introduced, two models being demonstrated at the Sindoh booth during the Business-Inform 2015 Exhibition. Special

attention was drawn to the MPS readiness of the machines. In Russia these devices, certified and approved for state procurement, will be distributed by CUHDO company.



Yulia Minyaeva, head of the Komus' Computer Equipment and Accessories Department, in her report "How to economize on computer and postprinting equipment procurement" spoke of the new computer, telephony and electronic products with special regard to own economical brand ProMega Office, which offers a complex office equipment solution due to high quality components, individual configuration, assembly quality control, software implementation, 3-year warranty, service maintenance and low price.

Evgenia Bannikova, head of the Komus' Office Equipment Department, offered cost reducing solutions for the postprinting equipment (cutters, laminators, binding machines, shredders) by the example of economical brands TM ProMega Office and ProfiOffice. Wide-range applicable TM ProMega Office cleansers for the office equipment were presented. As for the cost reducing following solutions were recommended: 1) to choose only necessary equipment functions; 2) to use advanced technology materials which last longer and cost less; 3) to economize on the delivery by choosing complex solutions.



Artyom Ryabukhin, office manager at Mitsubishi Electric Rus and member of the AHP Association, discussed the product and service quality provided by Russian companies. Lack of standart and control in the consumables field brings risks for the customer, who wants to economize on the printing costs. How a client could protect himself, what kind of responsibility should be prescribed and what should be stressed in the supply contract, was discussed during the presentation.



Irina Matyushina, head of the YugNefteHimTranzit's Office Department, shared her experience concerning office printing devices procurement, maintenance and employment. She talked over the self-maintenance disadvantages, the outsourcing advantages, the reasons for the full machine base replacement and the new equipment choice criteria. The attendees could also learn about some difficulties while using office equipment and how to overcome them.



Photos: <http://proffadmin.ru/novosti/foto/186/>

Additional material: <http://proffadmin.ru/novosti/reportazhi/post-reliz-konferentsii-postavshchik-i-korporativnyy-potrebitel-v-ramkakh-vystavki-business-inform-2015/>