

World Expo Scrapbook 2007



World Expo
Powered by
Recharger MAGAZINE 2007

August 22-24, 2007 • Mandalay Bay Resort & Convention Center
Las Vegas, NV, USA

Thank You

Exhibits | Education | Networking

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I would definitely recommend it to people. Every year my goal is to get anywhere from three to four new things from vendors and already I've been able to do that. So it's well worth the time.

Lisa Pleus
The Ink Spot



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Thank You

Another World Expo has come and gone, and once again, it's time to think about how the show is a reflection of our industry as a whole.

For 12 years our industry has come together in Las Vegas to explore new technologies, examine new business opportunities, to make new contacts and to see old friends. What has changed each year is the types of technology on display, the needs of our businesses, the contacts we make and the faces we see. The constant is the fact that World Expo is a microcosm of our industry; a way to get a feel for an international industry in a relatively small space.

Take a moment to reflect on what you saw. If you missed it, or need a refresher, the next 15 pages might help. The World Expo scrapbook represents three days, more than 4,000 attendees, 200,000 square feet of exhibit space, 80-plus classes and countless networking opportunities. Attendees and exhibitors alike have called the education at this year's Expo "the best ever," the quality of business "outstanding" and the exhibits "eye opening."

We, the staff of Recharger's World Expo, would like to take this opportunity to thank all of those who made the show possible. From the instructors who give of their time to create the educational opportunities, the exhibitors and staff who work for months before the show to ensure the exhibits are top notch, to the attendees who come to Las Vegas from all over the world and truly make the show a "World" Expo, we thank you all. We couldn't do it without you.

We'll see you next year, same time, same place.

The Recharger Magazine/World Expo Staff

Readers Choice Awards

Expo Kickoff

Now in its sixth year, the Readers Choice Awards ceremony has become the traditional and eagerly anticipated kickoff to World Expo. Nearly 300 attendees joined together in the Mandalay Bay Palm Foyer for an evening of networking, food and drink, as well as the awards ceremony. The Beach at Mandalay Bay provided a backdrop to the evening's events, as attendees enjoyed a view of the hotel's most famous attraction. Most who attend World Expo are usually too busy during the busy three days of the show to truly enjoy the hotel's many amenities, but the views of the pool area from the third-floor windows provided a taste of what the resort has to offer.

In addition to the usual festivities and social activities, attendees were able to meet Recharger's new publisher, Adam Schaffer. Schaffer started off the ceremony with a welcome and thanks to exiting publisher Phyllis Gurgevich. As the winners were announced, attendees enjoyed the evening and rested up in anticipation of a busy three days.

See the following page for the list of winners.



Readers Choice Awards

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Congratulation to all of the 2007 nominees. First place winners are listed in **red**.

Best New Product or Service:

ILG — HP CLJ 4700 cartridges
Parai — In-Vac
RemanResource — EasyOrder
Summit Technologies — next-gen RoHS-compliant chips
Static Control — HP 4600 components



Quality Leader: Supplies

Densigraphix
Future Graphics
Oasis Imaging
OCP
Static Control
Summit Technologies



Quality Leader: Inkjet

Cartridges Are Us
IJR
InkCycle
MSE
UTEC



Quality Leader: Toner

ILG
MKG
MSE
PTi
West Point Products



Value-Add Cartridge Reseller

Arlington
Copy Technologies
Katun
Printer Essentials
Supplies Network



Best Customer Support

Future Graphics
MKG
MSE
PrintFleet
Static Control
Supplies Network



Editors' Choice Award

Presented to Mike Josiah for seven years of monthly article contributions, and continuous recognition by the readers of Recharger Magazine for outstanding technical articles.

Best Article

Rob Cowman — Want to Implement Change Effectively? Listen to What Your Employees Have to Say, 12/06



Joy James — Big Box Retail: Fast Track to Sales or Slow Torture to Your Bottom Line?, 4/07

WooJin Kim — Prevent Salespeople From Failing: Motivate Them, 11/06

Scott MacKenzie — Keeping Up With the Joneses, 12/06

Norm McConkey — How to Turn a 1,000-Cartridge-a-Month Business Into a \$5-Million-a-Year Business, 8/06

Most Memorable Advertising Campaign



ILG — Jumps Through Hoops

PrintFleet Inc. — CPP
Roadshow Seminar

Oasis Imaging — Meet the Team
Sensient — Flickr.com

Static Control Components —
Universal Chip Ads



Best Web Site

www.futuregraphicsllc.com

www.oasis-imaging.com

www.partsnowllc.com

www.rjettek.com

www.uninetimaging.com



Industry Leader

Luke Goldberg

Laura Heywood

Joy James

Mike Josiah

Norman McConkey

Avi and Yoel Wazana

Readers Choice Awards



RemanResource



Summit Technologies



Densigraphix

Thanks to everyone who voted for the industry's best.

Don't forget to nominate and vote again next year!



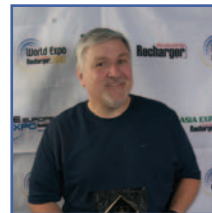
Parai



ILG



MKG



Oasis Imaging



OCP



Sensient Imaging Tech.



West Point Products



Accurate Imaging



Cartridges Are Us



IJR



Static Control



MSE



PrintFleet



Printer Essentials



MKG



Future Graphics



Future Graphics



Oasis Imaging



WooJin Kim



Scott MacKenzie



Joy James



Mike Josiah



Norm McConkey



R-Jet Tek



Uninet Imaging

Supplies-Side Economics

Lyra Research and Recharger Magazine held a preshow conference, expanded to a full-day event in just its second year. "Supplies-Side Economics: What Inexpensive OEM Cartridges Mean to You" took place Tuesday, Aug. 21. With more than 100 attendees, it was a packed room gathered to hear Lyra's analysts and other industry leaders talk about some of the hot topics facing the industry, including challenges such as shrinking margins, rapid consolidation and legal and technical barriers; and opportunities presented by the continued growth of the supplies side of the printing industry.

In addition to the presentations listed below, the event included several panels as well as lunch and a cocktail networking session. Thanks to event sponsor G&G Ninestar, binder sponsor Static Control Components and break sponsor SME, as well as panelists, presenters and attendees for another successful event.



Printing a Roadmap for Success in the Aftermarket: Challenges and Opportunities for Tomorrow's Market Leaders

Rob Leonard, Principal, Leonard Consulting Group

The Hard Copy Supplies Journal Perspective: Key New Technologies and Consumables

Charles Brewer, Managing Editor, The Hard Copy Supplies Journal, Lyra Research

The Jet Set: Inside the Changing Ink Jet Market

Andy Lippman, Industry Analyst and Program Manager for Ink Jet Supplies, Lyra Research

Toning Your Business: Analyzing the Dynamic Toner Cartridge Market

Cortney Kasuba, Industry Analyst and Program Manager for Laser Consumables, Lyra Research

Lessons Learned: Chronicling the Past and Charting the Future of the Digital Imaging Industry Aftermarket

Jim Forrest, Senior Analyst, Lyra Research

Industry In Flux

Chad Golden, Marketing-Strategic Planning Director, Static Control Components, Inc.

Industry Leaders Panel

*Mike Andreottola, President & CEO, American Ink Jet
Tom Kinneman, President, Image Polymers Co.
Mark Mallgrave, Sales Manager for the Americas, Sensient Imaging Technologies Inc.
Frank Stefansson, CEO, Lyra Research Inc.*

Legal Woes and Foes: Investigating Global Intellectual-Property Issues

Edward O'Connor, Esq., Partner, Trial Division, The Eclipse Group



Document Management Solutions

PrintFleet brought its cost-per-page roadshow back to World Expo this year, for a full-day event providing attendees the tools required to transition from a price-based, hardware or supplies-only sales approach, into a value-added, consultative model.



The Annual World Expo Golf Tournament

Static Control held its annual World Expo Golf Tournament at world-famous Bear's Best golf course. The shotgun tournament, which included a \$25,000 hole-in-one contest, has become a tradition anticipated by many World Expo attendees.



"This is my first time to the show, I was very impressed, good attendance, good knowledge in the industry and I learned a lot myself."

Karen Birkenstock,
5R Processors, Ltd.

"This is the third year I've been here and I've really enjoyed it a lot. I like seeing the new products and vendors and such."

Robert Jonell,
Cartridge World

On the Show Floor

Exhibits | Education | Networking

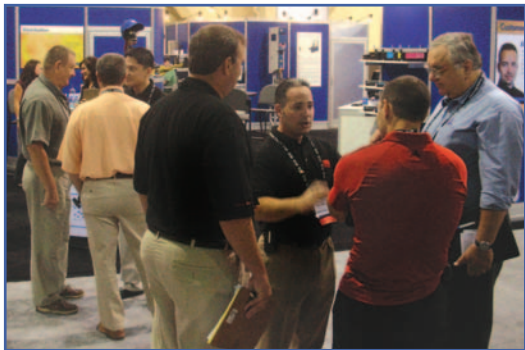
Trends and Technologies

World Expo 2007, as always, provided remanufacturers, suppliers and wholesalers an unbeatable venue for education, networking and business opportunities. As attendees walked the more than 200,000 square feet of exhibit space, attended two-and-a-half days of classes and networked with exhibitors and fellow attendees, it was easy to see why World Expo, now in its 12th year, remains the industry's must-attend event.

As always, the show floor mirrored the latest industry trends. Refill machines abounded, and the names of many different franchises and retail stores could be seen on attendee badges as well as in booths. IP awareness was felt rather than seen, with a variety of new options for Epson supplies. The consolidation trend could be seen in action with representatives from one well-known remanufacturer bearing the another company's logo on their shirts.

International attendance at the show remained strong, with nearly one-quarter of attendees from outside the United States. Again, reflecting the industry itself, 10 percent of attendees were from the Pacific Rim and 6 percent from Latin America; additionally, 4 percent were from Canada, 3 percent from Europe and 2 percent "other" — proving that World Expo continues to live up to its name and reputation as a truly global event.





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It's very informative and you deal with the new stuff that's coming out. Being a reseller we're more apt to find out how our profits can go up and seeing what the profit margins are going to be with the new technology. So I think it's a well worth show to be at.

Larry Murff,
Caboodle Cartridge

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“It's very informative and it's good because we get to meet our suppliers and we get to know more about the new products.”

Ja Ni Kim,
ILC

“I found things I've been looking for and I'm going back to look at more things today that I found yesterday. I've been happy with the show and I've been to all of them.”

Chuck Haney,
Laser Cartridge Service



On the Show Floor

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Time Out

As is always the case with World Expo, giveaways and after-hours networking events were just as much a part of the show as booths and classrooms, proving that it's always important to have a little fun.

iPhones were the popular giveaway this year, as at least two companies gave away Apple's hot new toy. But proving that cash is king, several companies attracted attendees to their booths with good old-fashioned dollars.

After hours, it was time to relax and let their hair down for many attendees. The Uninet Imaging/Summit Technologies merger made the Border Grill a hotspot on Wednesday evening, and Static Control Components took its annual reception up a notch — up to the Foundation Room, that is, at the top of Mandalay Bay.

Future Graphics held its traditional and always popular event Thursday night at Planet Hollywood. (*Is this the last year for Planet Hollywood at Caesars Palace, with the new Planet Hollywood Casino opening its doors this month on the site of the old Aladdin? Find out next year...*) Also on Thursday, MSE entertained at the House of Blues, and Printer Essentials held a martini party and reception, proving that business and pleasure do mix.

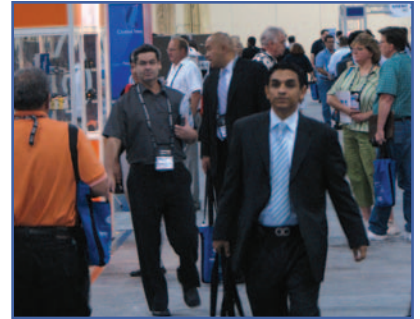
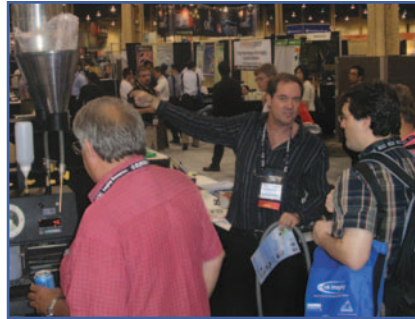
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I find something with some connection, some person, some special tip that gives me that little extra edge. I often find something I didn't know before and it is usually well worth the cost of show just to learn that small little thing. I just come to see what's going on.

Richard Senften,
Manhattan Ink, Inc.



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“

This is my second year and there was so much new stuff last year I felt overwhelmed. I was a fairly new storeowner and it's a wonderful show.

Jackie Fendler,
Cartridge World St. Paul



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On the Show Floor

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I found some equipment here that I am going back to look at now. I was surprised about how many competitors are here and how much competition and how much choice you have here. I didn't expect it to be this good.

Terry Demarest,
Demarest Enterprises, Inc.

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In the Classrooms

The show floor at World Expo may be the place to see what's new in the industry, but the classrooms are considered by many to be the heart of the show. Always a representation of the industry's changing needs, the education sessions at World Expo show that the industry is alive and well and ready to evolve as needed.

Remanufacturing classes remain popular; although fewer in number than in years past they remain full of students eager to learn hands-on methods for working with the latest and most common cartridges. Printer service classes were similarly popular, with information on the latest certification, PDI+, of great interest to attendees. There were technical, quality and production topics such as "Responding to OEM Claims of Digital Inkjet Image Permanence" and "Black and Color Pigmented Inkjet Inks," and of course, legal topics such as "Basic Antitrust: What Remanufacturers Can and Cannot Do" were of great interest to many attendees.

Business and marketing classes have without a doubt increased in popularity over the years. Topics such as "Building a Successful Ink and Toner Retail Store," "The Future of Print Management and Your Business Model" and "Combating the OEM with Aggressive Product Development Programs" were standing-room only, speaking volumes about the remanufacturing industry in 2007.

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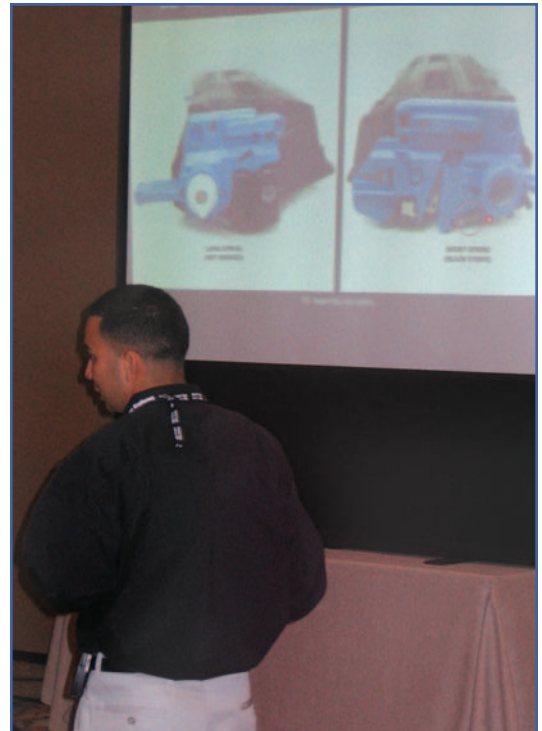
It's very informative. A lot of new technology is available. A lot of our vendors are here so we get to see them and talk over business with them and we get to meet new people and new businesses that are here so it's very nice and we enjoy it.

Marybeth Angelucci,
Full Cycle Inkjet & Toner, Inc.



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“

It was very, very good and the most important thing for us has been the classes we go to. We learned so much knowledge that we didn't have and we've only been in business one year. We know a lot less than we thought we knew.

Ruth Nesbitt,
Ink Link Zone



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“

We love it. It's a great experience. This is our first one but we really love it. There's amazing information and it's a great magazine.

Serhat Altinci,
Houston Ink and Toner



”





See you
next
 year

August 20-22, 2008

Mandalay Bay Resort & Convention Center
 Las Vegas, NV, USA



Las Vegas, NV, USA



New Orleans, LA, USA



Shanghai, China



Mumbai, India



Prague, Czech Republic



São Paulo, Brazil

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