

Monthly Confidential Report  
(Published at the end of each month)

Summary

# MONTHLY ELECTROPHOTOGRAPHY

- Comprehensive Research and Analysis of PPCs, Laser/LED Printers,  
Toner, Resin, Photoconductor, Rollers and Related Components of  
Electrophotography -

2024. 5



HP (A4/Color) Color LaserJet Pro 3301fdw



Canon Asia Pacific (A4/Color)  
imageCLASS LBP732Cx



Konica Minolta (A3/Color) bizhub C751i



Lenovo China (A4/Monochrome) Panda Pro



Market Research of Japan, China, USA, and Europe  
**Data Supply Inc.**

Sample Page

Sample Page  
Excerpt from "Follow Up"

F - Color MFP (A3) - Konica Minolta - 3

This is a sales follow-up of Konica Minolta's color A3 devices (31-40ppm) In 2021, unit sales declined due to parts shortages that affected production, but unit sales have been on the rise since 2022.

Major Model	Speed (ppm)	Sales area	Shipment volume (unit)		
			'21	'22	'23
bizhub C360i/C360i S/C365	36/36ppm (Mono/Col)	Japan			
		Overseas			
Total of its own brand					

(OEM/Muratec) MFX-C7360/C7365
(OEM/Aurora/Pantum/Sindoo) ADC369/ineo+D452/CM3099

<Product Overview>  
Among Konica Minolta's color A3 devices, the new bizhub i S series print engine and (Simple/Security) connectivity continue to work anytime, anywhere, such as a 10.1-inch high-speed color standard wireless to the office DX-friendly material.

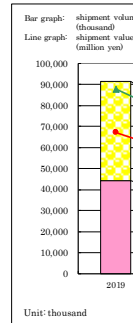
<Unit Sales>  
Sales have been on the rise for the year, and the demand for A3 color MFPs has remained constant, while the demand for A4 color MFPs has declined.

Sample Page  
Excerpt from "Featured Article 1 - Latest Market Trends in Fusing Components (Rollers/Belts)"

- 1. Overall shipment trends in fusing components (fusing/pressuring areas)
- 1) Shipment volume/shipment value (2019-2025)

	Year	2019		2020		2021		2022		2023		2024 (Estimate)		2025 (Forecast)	
		Shipment volume (thousand)	%	Shipment volume (thousand)	%	Shipment volume (thousand)	%	Shipment volume (thousand)	%	Shipment volume (thousand)	%	Shipment volume (thousand)	%	Shipment volume (thousand)	%
Fusing components	Shipment volume (thousand)	44,240	48.4	37,200	47.9	38,835	46.4	39,550	46.2	32,430	47.1	34,305	46.1	34,140	46.6
	%			84.1		104.4		101.8		82.0		105.8		99.5	
Pressuring components	Shipment volume (thousand)	47,210	51.6	40,520	52.1	44,850	53.6	46,120	53.8	36,360	52.9	40,095	53.9	39,090	53.4
	%			85.8		110.7		102.8		78.8		110.3		97.5	

Fusing components	%
Pressuring components	%



Fusing components:

In 2023, the total shipment volume was 68.79 million units, or 93.5% year-over-year, which **significantly as they remained roughly constant and the rate of increase slowed.** Although a rebound is expected in 2024, it will be a recovery in **Office print volume** is believed that the demand will remain constant, even for growing economies, due to the decline.

Sample Page  
Excerpt from "Newly Released" (Office - North America)

<North America>  
<Office>  
N - Color Printer/MFP (A4) - HP - 1

Product Name	HP Color LaserJet Pro 3000 series		
Price	\$339-\$529		
Release Date	May 2024		
Size	A4		
Speed	25ppm in color and monochrome (A4)		
Function	Copy	Printer	FAX Scanner
(*is optional.)	Please see the table below.		
Target Sales Volume (North America)	80,000 units/year (estimated by Data Supply Inc.)		



3301fdw

<Positioning>

New	The HP Color LaserJet Pro 3000 Series is a lower-end line of the HP Color LaserJet Pro 4000 Series (33ppm in C and M) released in March 2023 and is targeted at smaller businesses. Like the 4000 series, it employs a cleaner-less system (i.e., no cleaning blade and no waste toner container) and uses the TerraJet technology cartridge.
Successor	
Other	The HP Color LaserJet Pro 3000 Series is a lower-end line of the HP Color LaserJet Pro 4000 Series (33ppm in C and M) released in March 2023 and is targeted at smaller businesses. Like the 4000 series, it employs a cleaner-less system (i.e., no cleaning blade and no waste toner container) and uses the TerraJet technology cartridge.
Supplied as OEM	

<Sales Target>

Target	For SMB users.
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<Product Lineup and Competitors>

\*is optional.

	Model	Release Date (Yr./Mo.)	Price	Speed (ppm)
	3301dn	24.3	\$339	C25/M25
Competing Model	"RICOH P C301W" (Ricoh)	19.8	\$355	C25/M25
	"Xerox C310" (Xerox)	21.12	\$489.99	C23/M33
	"ECOSYS PA2100ewc" (Kyocera DS)	22.11	\$438.9	C21/M21
	"C3324dw" (Lexmark)	19.7	\$199	C22/M22



# Sample Page

Sample Page  
Excerpt from "Other News"

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■ Other News ■  
O - File for Insolvency - Heubach - 1

The German pigments giant Heubach Group has opened insolvency proceedings over several of its group companies. According to local media outlets, production subsidiary Heubach GmbH (located in Langelsheim) and Heubach Colorants Germany GmbH (located in Frankfurt), which was established in 2022 after taking over Clariant's pigments business, are subject to insolvency proceedings.

According to the indebtedness against years and unsuccessful in Germany were shut of resuming operation As for MFPs and Clariant) produces replacing it among the l by Data Supply Inc.). very high. As for toner the main plant, which factories supplying r industry. Toner mak alternative materials.

Sample Page  
Excerpt from "Featured Article 2 - Financial Statements"

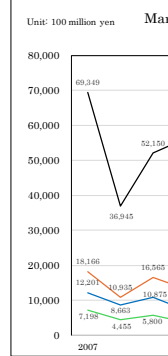
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**Featured Article 2 - Financial Statements**

MFP/printer manufacturers announced financial results for the fiscal year ended March 31, 2024 (for Canon, the fiscal year ended December 31, 2023). Although each company suffered from a rebound from the previous year's large increase, their printing businesses performed relatively well, partly due to the weak yen. This month's se financial results.



1. Comparison of comp  
1) Market capitaliza



The market capitaliza to seven trillion yen in trillion yen in 2007 and below one trillion yen.

Sample Page  
Excerpt from "Newly Released"  
(Office - China)

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**【China】**  
<Office>  
N - Monochrome MFP (A4) - Lenovo China - 1

Product Name	Lenovo Panda Pro			
Price	1,199 yuan			
Release Date	May 2024			
Size	A4			
Speed	22ppm (A4)			
Function (*/is optional)	Copy	Printer	FAX	Scanner
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Target Sales Volume (China)	100,000 units/year (estimated by Data Supply Inc.)			

**Lenovo Panda Pro**

**【Positioning】**

<input type="checkbox"/> New	The new model is the successor to the Lenovo Panda (released in September 2021). It is equipped with an in-house engine and maintains the compact and stylish design. Like its predecessor, the Panda Pro supports OCR for study from home and allows users to download a large number of test questions through an app.
<input type="checkbox"/> Successor	
<input type="checkbox"/> Other	The new Pro model has also been added with NFC (allowing users to print data on their mobile devices by holding the device over the printer), while Bluetooth and 5G Wi-Fi connectivity are also supported.

**【Sales Target】**

Target	SOHO and small businesses. Sales are also expected to grow for home use.
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**【Product Lineup and Competitors】** \*is optional.

Model	Release Date (Yr./Mo.)	Price (yuan)	Speed (ppm)	Copy	Printer	FAX	Scanner
Panda Pro	24.5	1,199	22	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competing Model	*Laser MFP 1136w* (HP)	23.2	1,069	20	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	*M1 lite* (PASTUM)	24.4	969	16	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	*ECOSYS MA2000* (Kyocera DS)	22.8	1,799	20	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	*M2000* (Deli)	20.5	1,699	25	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**【Marketability】**

This is a low-end A4 monochrome laser MFP with a color scanner in a compact body. Target users are students studying from home, and the device allows users to download and print test questions from an app, and the built-in AI-OCR is also available as they have from the previous model. Since the device is assumed to be primarily used at home, Bluetooth and 5GHz wireless LAN are also supported. In addition, NFC can be disabled when used in small offices, as safety in an operating environment is considered.

As a compact and affordable monochrome MFP, the Panda Pro is very cost-competitive.

We estimate the sales volume to be approximately 100,000 units/year, based on the sales of its predecessor in China.

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**May 2024**


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**■ Featured Article ■**

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**<Office>**

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