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## *Going to Remax Düsseldorf 2007?*

If you want to accelerate your business' performance with industry analysis and insights you can really use, you *must* attend Lyra Research's PREmax event!

PREMAX EVENT ORGANIZED BY



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## **Changing Channels: European and Global Market Shifts in Toner and Ink Supplies**

**Tuesday, April 17, 2007, 2:00-5:00 p.m.**  
**Register at [www.therecycler.com/remax](http://www.therecycler.com/remax)**

**Make your Tuesday afternoon in Düsseldorf work for you!**  
**View the comprehensive agenda below and register today!**

**TUES., APRIL 17, 2007, 2:00-5:00 P.M.**

**2:00-2:05 p.m. Welcome Remarks**

**2:05-2:45 p.m. Toner Trends: Channels, Components, and Technology**

*Charles Brewer, Managing Editor, The Hard Copy Supplies Journal*

- ↘ Current trends in mechanical and chemical toners
- ↘ Trends in cartridge components: chip technologies, drums, empties, and more
- ↘ Worldwide markets for toner hardware and cartridges
- ↘ The aftermarket versus OEMs: Who's gaining and who's losing share

**2:45-3:20 p.m. Ink Jet Market Developments and Trends**

*Jim Forrest, Senior Analyst, Lyra Research*

- ↘ Trends in the ink jet printer market
- ↘ Trends in the ink jet cartridge market
- ↘ Ink jet in the office—issues and opportunities
- ↘ OEM strategies versus the aftermarket

**3:20-3:40 p.m. Break**

**3:40-4:20 p.m. The Western European Imaging Supplies Aftermarket**

*Peter Mayhew, Senior Analyst, Europe, Lyra Research*

- ↘ Western European users' opinions of aftermarket imaging supplies
- ↘ What motivates consumers to switch from OEM to aftermarket products
- ↘ The role of store brands and private label products
- ↘ Special Offer! Bundles, BOGOF's, and incentives
- ↘ Customer support tools

**4:20-5:00 Question-and-Answer Panel**

Join Lyra's top supplies analysts for in-depth analysis of worldwide and regional toner and ink jet cartridge markets. With continued consolidation, private labeling, and consumer demand for aftermarket cartridges causing shifts in distribution channels for these products, aftermarket vendors need to plan and adjust to maximize sales and profits. Lyra's analysts will present market forecast data and results from Lyra's 2006 Western European research study into aftermarket ink jet cartridges and desktop ink jet media. Attendees will also gain Lyra analysts' perspective on specific issues most important to them in a 40-minute question-and-answer session.

This event is held on the day before the Remax 2007 exhibit floor opens, to allow attendees the opportunity to network with imaging industry colleagues before the pace becomes hectic at the trade show.

To sign up for this event, please visit [www.therecycler.com](http://www.therecycler.com). Registration is €75 and includes entrance to Remax 2007—a €50 value built in!

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