



# **The Shift to Aftermarket Supplies in Russia: Why is It a Threat?**

**Dr. Stanislav Malinskiy,  
General Director,  
Information Agency "BUSINESS - INFORM"**

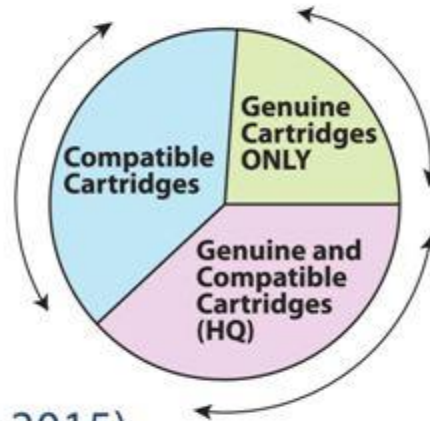


## TRENDS - 2015/2016

### Stopgap 3:

60% - Buyers will be searching for **cheapest** CPS  
REAL  $\approx$  43%

CPS' purchases will go up on the growing market of **printing outsourcing** (+25% in 2015).



### Stopgap 1:

40% - Buyers will be searching for **quality CPS**  
REAL  $\approx$  61%

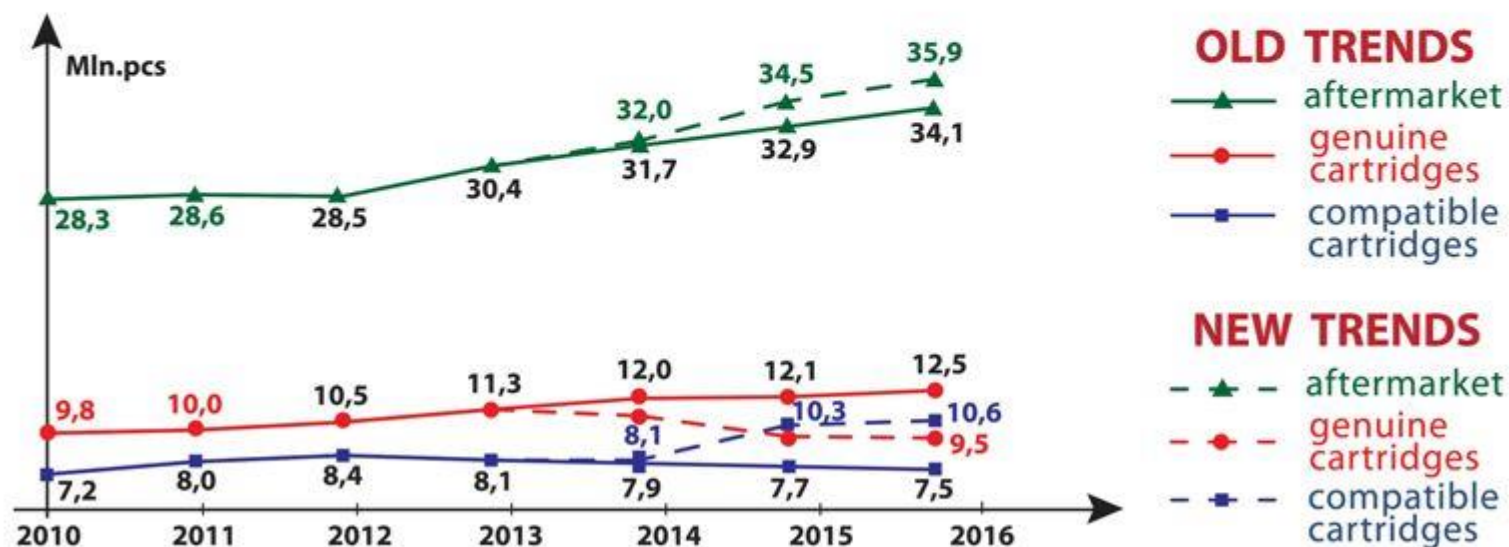
### Stopgap 2:

60% - Buyers will be searching for **cheaper** CPS  
REAL  $\approx$  63%

CPS = Compatible Printing Supplies

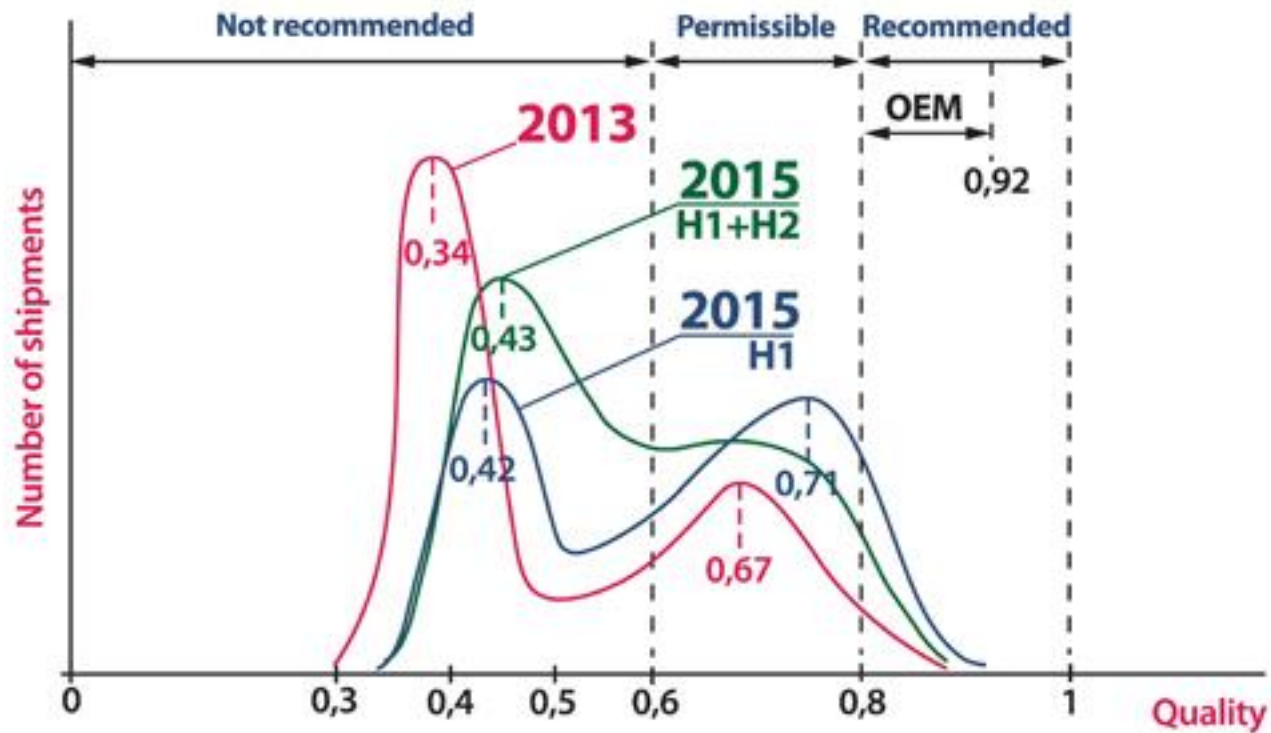
**Russian Market of Compatible Printing Supplies showed Record Growth in 2015!**

## The Russian Market of Supplies for b/w laser printers





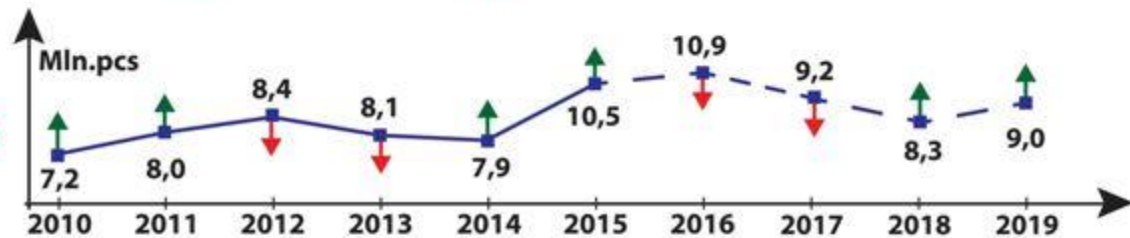
## Compatible laser cartridges quality (in Russia)



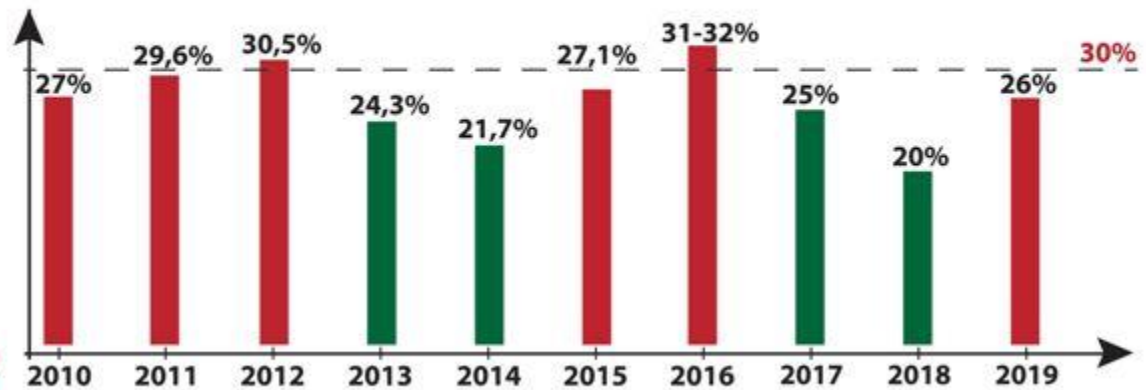


## The Russian Market of Supplies for b/w laser printers

The Russian Market of Compatible Cartridges



"Compatible Cartridges = Poor Print Quality?"





# WELCOME!



## "BUSINESS-INFORM 2016" EXPO (Russia, Moscow, 24-26 May 2016)

### "BUSINESS-INFORM REVIEW" Magazine

**№12 - September 2016, 20 000 copies**  
**№13 - December 2016, 20 000 copies**  
**№14 - March 2017, 20 000 copies**  
**№15 - May 2017, 20 000 copies**

