

HP – New Laser Products Bridge to Autonomy

In addition to four office devices based on its PageWide inkjet technology (> INFOMARKT 23/2012), Hewlett-Packard is launching LaserJet printers and content management solutions designed for business and government printing.

The new HP devices targeted at organizations of all sizes are called LaserJet Enterprise flow MFP M525c and LaserJet Enterprise color flow MFP M575c. The new MFPs print at speeds of 40 A4 pages per minute (525c) and 31 ppm (575c), respectively. They are designed for a monthly duty cycle of up to 75,000 pages, feature an 8-inch colour touch screen and print at a resolution of 600 x 600 dpi.

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Integration with content management solutions

What makes these devices built on the LaserJet Enterprise 500 MFP platform special, however, is that they are designed to bridge paper-based and digital business processes. The HP flow MFPs can be integrated with content management solutions based on software from Autonomy, an HP Company, either on-site or via the cloud, in order to access, organize and leverage information in documents, audio, video, email and web pages.

Among HP's new solutions is the Flow CM Professional which is said to bring enterprise-class content management to growing businesses,

with security features that also support leading banks, legal firms and stock exchanges. The cloud-based offering is expected to increase collaboration and productivity by capturing, indexing, storing, searching and retrieving documents through a user-friendly interface designed with the customer in mind. The solution Flow CM Enterprise is composed of a set of enterprise content management (ECM) offerings for large organizations that give instant access to vital information and help to integrate, simplify and automate processes to help reduce operating costs, improve em-

ployee productivity and assist with compliance efforts.

In addition, HP is introducing new and enhanced document workflow solutions along with HP LaserJet Enterprise series printers that are intended to simplify productivity in enterprise organizations. For workers on the go, HP now offers



greater access to print from cloud-based applications,

LaserJet Enterprise flow MFP M525c

incorporating Google Apps mailbox support through its HP ePrint Enterprise.

The LaserJet Enterprise color flow MFP M 575c and LaserJet Enterprise flow MFP M525c are available for 2,218 und 2,410 Euro, respectively. ■

EcoPaperLoop / Recycling Project Transnational Awareness

With loads of paper still being lost instead of recycled, a new project is addressing the problem on a pan-European basis. The EcoPaperLoop project aims at improving quality of paper for recycling and for this purpose intends to develop concepts for ecodesign and eco-collection. Although being transnational, the initiative will in some European countries have more work to do than in others.

“Awareness is the key,” project coordinator Graziano Elegrir from Milan’s Innovhub-SSI said on the occasion of the official start of the EcoPaperLoop project, adding: “We will in-

crease the awareness among all members of the paper chain: Publishers and printers, designers, packaging users and print buyers as well as converters and local public ad-

Janez Potočnik,
*EU Environment
Commissioner:*
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ministrations.” At their first meeting in Milan, the project partners from Italy, Germany, Poland, Hungary and Slovenia agreed upon strategies and concepts for the different parts of the projects. Partners include the Italian Pulp and Paper Research Institute (Innovhub-SSI), the Polish Packaging Research and Development Centre, the Pulp and Paper Institute Ljubljana, the National Consortium for the Recovery and Recycling of Cellulose-based Packaging in Italy as well as the Universities of Darmstadt, Dresden (both Germany) and Ljubljana (Slovenia).

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**Project intended to
fight waste problems**
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“This has the potential to boost the way we engineer products for easy recycling after collection and it will on the other hand identify the best collection strategies for given regions”, Elegir said with regard to the project which is intended to fight problems such as the ones described in a new report on how EU members manage their municipal waste: “Many Member States are still

landfilling huge amounts of municipal waste – the worst waste management option – despite better alternatives, and despite structural funds being available to finance better options“, stated Environment Commissioner Janez Potočnik, going on to say: “Valuable resources are being buried, potential economic benefits are being lost, jobs in the waste management sector are not being created, and human health and the environment suffer. This is hard to defend in our present economic circumstances.”

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**Improper collection main
reason for paper loss**
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The main reasons for the loss of paper identified by the project partners are improper collection systems that can drastically reduce the amount of paper being recovered for recycling and improper design of graphic or packaging products that can make them useless or even harmful for the recycling process. The latter has a lot to do with the deinking capability of printed products. The removal of ink or toner from recovered paper, called deinking, is considered the key process in today’s paper recycling. However, as tests of the International Association of the Deinking Industry (Ingede) have shown, by far not every printing technology allows for the recyclability of paper products. It is first of all water based inkjet technology that does not

always meet the necessary requirements for reusable paper (> INFOMARKT 16/2011). As a consequence, Ingede is one of the supporting organisations of EcoPaperLoop, with the Ingede spokesman being responsible for the project’s public relations.

In order to improve the situation EcoPaperLoop at their first meeting formed a number of different work packages: ‘Communication & Dissemination’ includes the website as well as the production of videos deal-



*EcoPaperLoop
project coordinator*
Graziano Elegir:
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ing with waste paper capture, collection, recycling and the appropriate design to achieve recyclability.

To this aim, the project is to publish a bi-annual newsletter as well as initiate information events in the partner countries.

The package ‘Paper based products recyclability’ initially intends to install a recyclability index database for the various paper products such as printed materials for their partners. In addition there will be a score card which will evaluate and rate the recyclability from a representative packaging collection in the partner countries.

The package ‘Improve collec-

tion strategies' will first make an overview of the current collection systems then identify the potential for improvement and the development of mutual strategies in order to improve the coordination.

The package 'Eco Design for recycling' will develop criteria for sustainability evaluation. Finally the package 'Strategy' will translate research into new policy guidelines for the partner countries. Each of the packages will have a leading organisation (Lead Partner), which will also collaborate with the other partners.

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Decrease of energy and water demands

According to its organisers, EcoPaperLoop contributes to the Lisbon strategic objective for Sustainable Production and Consumption (SCP/SIP) by improving end-of-life recycling performances of paper-based products. This will lead to a decrease of energy and water demands for the production of new paper products while guaranteeing organic carbon storage by recycling a renewable material. The EcoPaperLoop project will run until the end of 2014. It is co-funded by the European Union/European Regional Development Fund (ERDF) and the local project partners.

The founding situation is also the reason why important European markets such as France and UK are not taking part: The project runs as part of

the Central Europe programme of the ERDF which encourages cooperation among nine central European countries: Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia and Ukraine. It aims to improve innovation, accessibility and the environment and to enhance the competitiveness and attractiveness of their cities and

regions. According to an EcoPaperLoop spokesperson, no suitable project partners could be found in Central European countries such as the Czech Republic and Ukraine which would have been able to support the project financially and with ideas. This may be seen as yet another symbol for the current limitations of transnational recycling. ■

**Printer Markets / Italy and Spain
 Constant Worry in the West**

As with most of Europe, printer sales are developing worse than the sales of multifunctional products in the Southern European countries of Spain, Portugal and Italy. This is particularly true for the office segment where unit turnover decreased in 2011 both on the Iberian Peninsula and in Italy. The latter, however, was still far better off than the far West which remains a constant worry for the printing industry in Europe.

Worse than twice as bad as in the multifunctional segment: This is, roughly speaking, how the unit sales of laser and LED based printers developed in Spain and Portugal in 2011. This also means that in these countries, the vendors had to cope with a much tougher situation than in most other parts of Western Europe. The overall market of laser printers with speeds between 1 and 150 pages per minute (ppm) shrank by 11.2 percent on the Iberian Peninsula, whereas on European average it went down by a rather moderate 1.1 percent in the same period of time (> INFOMARKT 12/2012).

The performance shown on

the overall laser printer market is also considerably worse than on the Iberian MFP market which shrank by less than five percent between 2010 and 2011 (> INFOMARKT 23/2012). Most vendors were affected by the negative trend, with eight companies selling fewer laser and LED based printers in 2011 than one year before (> table 2).

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**Biggest losers:
 Konica Minolta and Oki**

The biggest losers were Konica Minolta and Oki who lost some 67 and 47 percent, respectively. For the latter the negative unit turnover itself