



# PRODUCING THE GOODS

Paperworld traditionally acts as the launching point for products that will define the year ahead. This year's was no different and we take a look at what was unveiled.

Some things you can count on with Paperworld: freezing conditions, unrelenting hangovers, heavy schnitzel abuse and a gallery of new office products unveiled in a variety of ways ranging from the banal to the wonderful.

This year's event was no different. While exhibitor numbers were down by 157 on last year, it was as if the remaining companies made an extra effort in memory of their absent colleagues. The event organisers also outdid themselves on the show design and nonsense front with regards the trends (namely the Joy of Writing, Joy of Organising and the Joy of Planning) running through the exhibition. See the sidebar for a few smug laughs.

Trends at the European show reflected very much what has been happening in the UK. There was a lot of focus on the environment concerns of late, with a raft of green products and initiatives including Mondi Business Paper's Green range, a new product family featuring papers that the company says unites sustainability with high quality.

This new product family offers a range of business papers, including products carrying the





## TREND AND NONSENSE

*Just some clear explanations from the Paperworld website of the thinking behind the designs that shaped this year's exhibition. Wow.*

## JOY OF WRITING

A note. Composed with a neon marker or expensive fountain pen. Fast and functional or lovingly calligraphed. Always a new occasion, always a piece of history. Writing is individuality.

## JOY OF ORGANISING

Found what you were looking for? Tidily stacked boxes show the searcher where to look. On the table are lovingly decorated gift packages. Carefully labelled files and numbered photograph albums lie on the shelf. Just like the skyline of a modern metropolis. It's fun to be organised.

## JOY OF PLANNING

Organise appointments quickly and easily. Maintain an overview with a clear head. Look at the digital time. Stay cool. Save time with modern work tools. Wow.

[http://paperworld.messefrankfurt.com/frankfurt/en/events\\_trends.html](http://paperworld.messefrankfurt.com/frankfurt/en/events_trends.html)

FSC (Forest Stewardship Council) certificate, Totally Chlorine Free (TCF) and recycled papers. Several Green Range products are manufactured using the Triotec sandwich technology (not to be confused with the BLT) which delivers what Mondy describes as 'optimal runability and ideal equipment protection'.

Mondy was also involved in pushing the technology boundaries with its new 'neox' product, apparently the first time nano-hybrid technology has been applied in paper production.

"By utilising nano-hybrid technology, we have

achieved a breakthrough in paper production," says CEO of Mondy Business Paper, Günther Hassler. "It is a paper more versatile than anything on the market to date."

Combining new technologies with what had to be, for any sci-fi fan in particular, the sleekest designs at the show was Fellowes proudly showing off its new range of binding and laminating machines.

According to the manufacturer, this range, designed following extensive consumer research, responds directly to consumer needs, features,

innovative designs, and functions to deliver enhanced performance.

According to Hugh Darcy, Fellowes global marketing director for Binding and Laminating, some of their research results were also quite surprising, "Our research showed that overall, end users are totally baffled by the technical phrases manufacturers use on a daily basis. It doesn't help them select the right machine to buy and the key factors rated as high priority for users are often overlooked by our industry. For example, consumers aren't concerned with how fast the >>>

machine works; quite simply they just want it to work in an easy and efficient manner."

He added that the unique way Fellowes has developed its new range means the dealer can concentrate on building a profitable consumables business around the Fellowes machines they sell, rather than dealing with unsatisfied customers and returns.

While Fellowes was high style, it was high functionality from German company, Durable. With the new Combiboxx multifunctional leaflet dispensing system, it provided customers with much more flexibility when it came to the use of their system.

This was another widespread trend on show, with manufacturers, as far as reasonably possible, providing end users with a greater degree of individuality in the way they used the product. Down to the name, that was very much the thinking behind the new 'Personal' office cleaning range launched by AF International at the event.

The 'Personal' range is being introduced as an environmentally-friendly cleaning solution for small offices, home workstations and mobile workers, and is also suited to retail channels. Comprising 12 separate products, the range according to AF, comes in 'perfectly petite packages ideal for the flexible modern working environments of today'.

Karen Harrison, marketing manager at AF International, explains, "With our new Personal range we are responding to the modern needs of our customers and providing a more convenient way of cleansing and sanitising office equipment. Workers are no longer just office based, they work from home or on the move with laptops or mobile homes. The new 'Personal' range meets these needs. Paperworld is the perfect place to launch this range. The show is a trendsetter and points to the future. Our personal, portable and petite office cleaning range reflects this."

Also thinking about the future was Portuguese presentation supplies company, Bi-silque. Couched within a towering exhibition stand was its new offering, MasterVision. Resembling a wide screen TV when you squint, the new offering is designed to fit in with the modern office and the technologies that are proliferating within it.

"The range is a complete family of like products encompassing whiteboards, noticeboards, easels, and internal and external display cases," says sales director, Paul Hardy. "Very design-led, the range has been extremely well received by the trade."



**“Canon is depicted by the strawberry, HP by the grape, and Epson, possibly to the dismay of its UK team, is symbolised by the lemon”**

Also breaking new ground at the event was shredder manufacturer Elcoman with its nifty 'Throw and Shred' system. It allows you to shred CD-Roms, DVDs, credit cards and documents either by inserting sheets of paper into the shredder throat or by tossing crumbled paper into the machine as you would into the bin. Sounds fun.

The compatibles companies were very active at the show as well, fairly unsurprising for one of the, if not the most competitive area of the office products industry. Katun used the event as a product launch arena and a chance to educate consumers about the legal tangles endemic to this sector.

"We've long been committed to working to respect the valid intellectual property of others, to safeguarding our own intellectual property, and striving to market 'IP friendly' products to our customers," said Karl Cerny, general manager, Katun EAME. "While we work to ensure that our products meet or exceed the performance of their OEM equivalents, we also strive to see that our products are IP friendly to promote the uninterrupted supply of our products."

Cerny continued that Katun's focus on intellectual property is a key aspect of its overall approach to providing quality products and service. As such, Katun has published a set of three easy-to-remember questions that office equipment dealers and end users can ask their suppliers to understand their approach to matters of intellectual property surrounding OEM-compatible parts and supplies:

1. *What resources does the supplier dedicate to manage intellectual property issues? One measure of an 'I.P. friendly' approach is the dedication of internal and/or external legal resources to monitoring and managing intellectual property. Customers should look for evidence of active and involved staff dedicated to intellectual property management.*
2. *Can the supplier explain its general approach to intellectual property? Many suppliers rightly consider much information surrounding their intellectual property process to be confidential. However, an 'I.P. friendly' supplier should welcome a customer's questions and concerns as to that supplier's IP efforts in general.*
3. *What does it mean if a certain product differs in appearance than its OEM equivalent? It's common and acceptable for aftermarket products to have a different appearance than their OEM equivalents, but an 'I.P. friendly' supplier often may design its products to be different for both IP-friendly and performance reasons.*

Finally, French compatible manufacturer Armor unveiled a drive that could be seen as being sensitive to the OEMs' feelings. An overhaul of the company's retail packaging, described by Armor as favouring visibility for immediate impact on the shelves, has ushered in a new method of identifying which OEM a particular cartridge is compatible with by the type of fruit that appears. For example, Canon is depicted by the strawberry, HP by the grape, and Epson, possibly to the dismay of its UK team, is symbolised by the lemon. Will it leave a bitter taste in the OEM's mouth? We'll have to wait and see... ■