



## Letters from the Chair

**December 2002**

Dear CIPRA Member:

Thank you for your continued support of CIPRA and your decision to continue as a member of our organization. As promised, I am attaching resource materials that I know you will find of value.

1. Evans Research 2001 Supplies Report Executive Summary
2. Generic Marketing Flyer - this piece has been prepared by a public relations specialist and can be sent to your clients and prospects to educate them on the potential cost savings using remanufactured cartridges
3. 2002-03 Membership Directory - consider CIPRA members a resource that you can contact on business and technical issues.
4. 2002-03 Board of Directors - please feel free to contact Board members with any ideas or concerns that you have.

CIPRA was started in 1998 to address the collective interests of industry members. At that time, it was recognized that a strong voice was needed to establish our products as a viable alternative in the marketplace, and to speak out against restrictive trade practices by OEMs. Since our origin, progress has been made in establishing a Canadian association with an identity in the North American industry. The need for a strong voice, however, has not diminished and your support of CIPRA will allow us to continue taking action to effectively position our industry.

My purpose in writing is to update you on actions being taken by CIPRA on your behalf.

Our mission is:

- To promote the business of recycling and remanufacturing of cartridges.
- To raise the public image, awareness and acceptance of recycled and remanufactured toner cartridges and other related products
- To provide a forum in which to discuss common challenges facing our industry for its betterment and to promote new membership.

In achieving that mission, here's what was done in 2002 and what we have planned for 2003.

1. CIPRA embarked on a public relations campaign to create greater awareness of the remanufactured cartridge industry. General news releases have been prepared and issued and generic materials (such as the attached) have been provided to members. These efforts will be continued in 2003.
2. A successful national conference was held in June and regional meetings were held in Quebec & Ontario. A CIPRA reception was also held during the Recharger convention in Las Vegas. These sessions provided an excellent opportunity to network and obtain valuable business information. We would like to thank our vendor members for their generous support of these events - Future Graphics, Densigraphix, Oasis Imaging Products and Static Control Components. We anticipate meetings in Ontario and the West in early 2003. Our national conference will take place June 9-10 in Toronto. Please block your schedule now.
3. Similar to last year, a survey will be sent to the entire membership to obtain your input as a CIPRA member. Your participation is critical as it will help the Board set priorities and allocate resources to best respond to the issues that are important to you.
4. Our website is being completely revamped to make it a stronger resource for you. Expected completion date is the end of December. We would welcome your thoughts on what information you would like to see on the CIPRA site. A member newsletter is planned and will tie in with our website. Watch for the first issue in 2003.

We believe that we have an excellent Board, a supportive membership and some exciting plans for 2003. For CIPRA to succeed, however, we need more members. We have 50 members, which is a good core. To enhance our credibility as a national organization representing our industry, we need to grow. If every CIPRA member could bring in one new member, we could double our ranks. I am attaching a copy of our membership brochure and would sincerely appreciate if you could share it with one other company that is not yet a member. As an industry, we face a number of challenges, but I am confident that collectively, we will be able to advance our interests and achieve results.

If at any time you would like to discuss the directions being taken by CIPRA, please do not hesitate to contact me at 204-694-9222 or [derekj@newworldtech.com](mailto:derekj@newworldtech.com).

Sincerely,  
Derek Johansson  
Chairman of the Board  
CIPRA