

Article for Recharger – July 2002

CIPRA held its annual conference and golf tourney on June 9 & 10 in Toronto. Over 50 members and industry representatives attended and the event was deemed a tremendous success, as reflected by the comments on the evaluation forms:

“Excellent conference – will be attending next year”

“The highest level of professionalism CIPRA has had to date”

“I am impressed!”

A conference highlight was the presentation by Tricia Judge, Executive Director of I-TC, who provided an update on restrictive trade practices, and efforts undertaken to oppose these practices. Bill Fournier of Evans Research, reported on his study of Canada’s printer supplies market and Paul Lima gave a primer on public relations and how individual members can take advantage of opportunities to publicize their companies and industry. Vendor members also provided a number of informative sessions.

During the annual meeting, Chair Derek Johannson reported on progress to date on priorities identified in the recent member survey, specifically:

1. Bring attention to, and fight trade restrictive practices by OEMs (prebate, chips, etc)
2. Educate consumers that remanufactured toner cartridges and ink jets are a viable alternative to OEMs
3. Be the spokesperson for the industry
4. Police ethical business practices within the industry.

He referred to the public relations initiatives that have been undertaken to promote the industry and efforts underway to strengthen CIPRA. Mr. Johannson of New World Technologies was re-elected chair for 2002-03 and Michael Grist of MKG was elected as Vice-Chair. Next year’s annual meeting is scheduled for June 9, 2003.