

CIPRA Membership Survey December 2001

INTRODUCTION

In December 2001, CIPRA undertook to conduct a survey of its membership to better understand the interests of the members in setting organizational priorities; and to gain a better profile of its membership.

The survey was developed by the Executive Director and Chairman, with input and final approval by the Board. Surveys were distributed by e-mail and fax in December 2001 to paid and associate members, as well as members with outstanding dues. A further reminder was sent to the membership January 7th with an extension for completion to Jan 11th from December 21st. Another reminder to the Board was sent January 14th. At the January Board meeting, it was recommended that a further request be sent in an attempt to get the response rate up to 50%, with a deadline of February 15th

By February 15th, an additional six surveys came in for a total of 24 of 64 surveys returned (37.5% response rate)

The highlights of the survey are reported are as follows

RESPONDENT PROFILE

Length of Membership:

Of the respondents, 20 had been members for 2+ years; and one for 1-2 years and two less than one year.

Company Location:

Thirteen of the respondents are from Ontario; 5 from Manitoba-West; and 6 from Quebec / Maritimes.

Length of Time in Industry:

Twelve have been in the business of recycled imaging products for 10+ years; eight for 6-9 years; and four for 2-5 years.

Type/Scope of Business

- 19 respondents were remanufacturers and four were vendors and one answered both.
- 17 remanufactured laser cartridges; 7 - ink jet cartridges; 6 - ribbons; and 10 - printer service
- 16 sold direct to end users and 13 to resellers (NOTE: Some checked both options)
- Respondents employed a total of 890 people and had hired 145 new employees in the past 12 months.

- Number of cartridges per month:
 - 3 less than 500; 5 - 500-999; 1 - 1000-1999; 4 - 2000-3999 1 4000-10,000 4 10,000+
- Annual sales volume in remanufactured products:
 - 6 less than \$500,000
 - 4 500,000-\$1 million
 - 2 \$1-3 million
 - 1 \$3-5 million
 - 0 \$5-7 million
 - 3 \$7 million
- Total annual sales volume (includes services and other products sold)
 - 3 less than \$500,000
 - 3 500,000-\$1 million
 - 6 \$1-3 million
 - 6 \$7 million +

RESPONDENT PRIORITIES

Respondents were asked to review a list of 11 items and identify those initiatives and programs deemed most important to members. Respondents were asked to first **rate** the items from 1 to 5 and then to **rank** items from 1 to 10.

Based on the responses, the top priorities are:

1. **Bring attention to, and fight trade restrictive practices by OEMs (prebate, chips, etc)**
2. **Consumer education 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**

The following members volunteered for committees:

- Education – Dave McMillan
- Membership – Dave McMillan
- Events Committee - Joe Fontaine and Pierre Bertrand
- Communications – Vince Burke
- Quebec Region – Roch Samoisette
- Western Region – John Davidson

A copy of the survey and the tabulated results is attached.

4 (b) Would you be prepared to add a link from your website to the CIPRA web site? **18** Yes **1** No **5** No reply

Page 2 of the survey offers an opportunity for members to elaborate. Completion is optional, however, your advice will greatly assist the CIPRA Board in its decision-making.

5. What do you like best about CIPRA?

<input type="checkbox"/> Its possibility to create unity in our industry to promote remanufactured products and fight trade restrictions
<input type="checkbox"/> cipra is a good vehicle that unites Major Rechargers to common goals & objectives
<input type="checkbox"/> dedicated to our industry, nice folks, mostly
<input type="checkbox"/> industry networking
<input type="checkbox"/> one voice for our industry to fight against oem issues. Consumer education of our industry & to uphold quality products & business practices
<input type="checkbox"/> it's there, now let's get it going
<input type="checkbox"/> there is a vision of what needs to be accomplished
<input type="checkbox"/> It is a good way to take the measure of our industry's health & to be able to defend our interests as an industry.
<input type="checkbox"/> Opportunite de frequentez mes confreres
<input type="checkbox"/> focal point for Canadian Reman issues
<input type="checkbox"/> hard to complete this question - just joined 30 days ago
<input type="checkbox"/> The interaction of people on issues that affect the recharging industry here in Canada. Issues such as Lexmark's prebate program. New products on the market & industry trends
<input type="checkbox"/> networking & promote remanufacturing
<input type="checkbox"/> have not been a member long enough & there has not been enough feedback to answer this question

6. What is your primary reason for being a member?

<input type="checkbox"/> To promote quality in products & services so that it creates a strong industry
<input type="checkbox"/> help in the consumers' education of the industry & to help bring awareness to the consumer about trade restrictive practices of oem
<input type="checkbox"/> a) help fight restrictive trade practices b) support ethical business practices c) support 'unbiased' industry advocate
<input type="checkbox"/> It's a learning process. I believe in associating with people sharing ideas & common goals (seemed like a good idea at the time)
<input type="checkbox"/> industry networking
<input type="checkbox"/> To improve our image as an industry that our products are a viable alternative to oem & at the same time help environmental issues
<input type="checkbox"/> only one available
<input type="checkbox"/> we are a vendor & we support the industry & its members
<input type="checkbox"/> To stay at the forefront of the industry by creating a contact network that will serve my company in the long term.
<input type="checkbox"/> partager information et savoir
<input type="checkbox"/> Network exchange ideas of market & important industry issues
<input type="checkbox"/> give our support to the customers who keep us in business. As a major supplier to the recharging industry, we feel it is our responsibility to continue to aid in its growth & long term survival
<input type="checkbox"/> fight prebate and become stronger in the industry
<input type="checkbox"/> a united force in all aspects of this industry is beneficial to all remanufacturers
<input type="checkbox"/> information support entraid

7. What is the value to you of having an industry association?

<input type="checkbox"/> High, if it accomplishes unity & promotes our industry
<input type="checkbox"/> consumer awareness
<input type="checkbox"/> One strong voice in addressing issues relevant to the industry - strength in numbers
<input type="checkbox"/> fight prebate
<input type="checkbox"/> assists us to sell our products. Portrays that our industry is organized & brings the best interests to our customers
<input type="checkbox"/> adds credibility to members
<input type="checkbox"/> it will bring remanufacturers together to address industry issues & unfair oem practices
<input type="checkbox"/> To me it is a long term investment based on the strong belief that we can achieve a greater recognition as a viable alternative to OEMs

▪ Regrouper nos competences afin d'eviter de re-investir la roue
▪ Exchange ideas, provide response to industry challenge
▪ The association gives us the opportunity to remain in touch with the needs of the recharging industry in Canada as a collective. The quarterly meetings allow us to interact with a large group of customers and realize what new products & services they are
▪ more members, more strength
▪ a shared approach to solving problems
▪ communication facile (langue)

8. What do you think should be done to improve CIPRA's value to you?

▪ Get into action. We seem to be finally moving to action
▪ increase membership
▪ more membership & funding to deliver programs important to us
▪ be more aggressive in marketing cipra as a whole; cipra standards should be the benchmark in the industry (Canadian)
▪ continue to improve what is being done - canvass new membership. Communicate industry issues (monthly?) & improve our image
▪ more organization & improved communication
▪ I think a lot has been done this year toward delivering a more valuable association to our members. However, I think we should soon consider changing the way we work if we want to be able to deliver constant results. I suggest that instead of doing the best we can with limited financial resources given by the minimal membership fee that we start by asking ourselves what would be the cost of what we want to achieve and then figure out way of collecting the necessary money to implement our action plan. <ol style="list-style-type: none"> 1. Determine the objectives & goals we want to achieve as an association 2. Determine the cost of realizing these objectives and raise the membership accordingly 3. Implement, control and measure progress 4. Start again
▪ Rassembler ses membres sur un objectif commun.
▪ Provide an reman industry position statement and fuse with larger more powerful associations ie. CFIB, Manufacturer & Exporters
▪ Membership needs to be increased
▪ increase membership, get our name out there; offer more to members - marketing, new products,
▪ communication to members
▪ I think we should have a western chapter
▪ developpe l'aspect legal - Lexmark, Xerox, ona droit de recycle . . . Et pas nous (copi)

9 (a) Do you have any suggestions for topics or information that you would like to see addressed in member communications or at special events/meetings?

▪ to set up an empties exchange with other rechargers
▪ cipra logo to be added to all members' product boxes; price standardization (end-users & resellers)
▪ wage surveys be region, experience & responsibilities, code of ethics (eliminate fly-by-nighters!)
▪ oem-chips-design-solutions
▪ Let's talk about our successes, jobs, environment, balance of payments
▪ new products, prebate, trade empties
▪ not at this time
▪ comment renseigne le client pour ne pas quil n'ait pas do crainte pour remplir ses cartouches avec des fait accessible sur site web

(b) CIPRA is considering adding a tag line to its name. Do you have a suggestion?

▪ reuse & save
▪ cipra - towards common goals - one voice
▪ saving the environment one cartridge at a time
▪ a clear image through unity
▪ Promoting excellence by working together
▪ future gain
▪ sorry no

10. Other Comments:

<ul style="list-style-type: none"> ▪ keep up the good work
<ul style="list-style-type: none"> ▪ We find some new potential customers have had bad experiences with re-manufactured products in the past because of poor quality/service and are reluctant to try again. We should emphasize quality to reduce this bad image.
<ul style="list-style-type: none"> ▪ 1. Contact other associations 2. Steal their ideas 3. Make them better. Ford Motor Company has been doing it for years
<ul style="list-style-type: none"> ▪ we have not been active, involved because of the distance factor east to west

SECTION II of the survey will enable the association to understand the collective economic impact of its membership.

11. Are you a **19** remanufacturer **4** vendor (if vendor, go to question 18)

12. What do you remanufacture (check all that apply)?

17 Laser cartridges **7** Ink jet cartridges **6** Ribbons **10** Printer service

13. How do you sell (check all that apply)?

13 To resellers **16** Direct to end user **1** Other (please specify) _____

14. (a) Number of employees: **890** (b) Number of new employees hired in past 12 months: **145**

15. Number of cartridges per month:

3 less than 500 **5** 500-999 **11** 1000-1999 **4** 2000-3999 **1** 4000-10,000 **4** 10,000+

16. Annual sales volume in remanufactured products:

6 less than \$500,000 **4** 500,000-\$1 million **2** \$1-3 million **1** \$3-5 million \$5-7 million **5** \$7 million

17. Total annual sales volume (includes services and other products sold)

3 less than \$500,000 **3** 500,000-\$1 million **6** \$1-3 million \$3-5 million \$5-7 million **6** \$7 million +

18. The success of CIPRA depends on the active involvement of its members. Please check below if you are interested in volunteering to assist the following committee chairs. (As opportunities arise, you will be contacted.)

- Education Chair (Brian Cosgrove from Multi Laser)** - responsible for the content of the educational portion of the regional and national membership meetings. *(Dave McMillan volunteered)*
- Membership Chair (Elio Perconti from Tecknolaser)**- responsible for the increase and maintenance of the CIPRA membership. The goal is to reach 100 members. *(Dave McMillan volunteered)*
- Events co-chair (Micheal Grist and Valerie Clark from MKG)** - responsible for the coordination of the National membership conference in June. *(Joe Fontaine, Pierre Bertrand volunteered)*
- Communication Chair (Tony Linton from Laser Network Inc.)** - responsible for the up keep of the CIPRA web site and the publishing of a quarterly e-newsletter to all members. *(Vince Burke volunteered)*
- Ethics Committee Chair (Irene Femia from A&M Data)** - will develop and monitor any reports of unethical behavior being carried on by any CIPRA member.
- Regional Chairman** – responsible for the organization of one regional meeting per year. The meetings will have an educational component, discussion of current industry issues and update on CIPRA activities.
 - Ontario (John Gemmell from High Tech Laser)
 - Quebec (Gilles Brassard from ARC) *(Roch Samoissette volunteered)*
 - Western Canada (Collin Nelles from Delron Laser) *(John Davidson volunteered)*
- Trade Restriction Committee (Board rep Guy L’Heureux from Info Laser)** Tim Lomax-A&M Computer Supplies – Chairman - looking at ways to fight against chip and other trade restrictive practices of OEMs.