

THE RECYCLER LIVE TALLINN 2025

More than just a conference
— it is an unmissable
industry gathering

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Who we are?

BIUROMAX
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BiuroMax offers an extensive range of high quality components, service parts, remanufactured/alternative/original units & cartridges, accessories and essential equipment for printing devices.

20 languages | 50 countries | 4,000 clients



What do we guarantee?

Quality counts

- ✓ two quality checks for each product
- ✓ test procedures based on ISO standards
- ✓ cooperation with leading scientific institutes in the field of toner analysis at the molecular level

Technical support

- ✓ videos and instructions on maintenance, operation and replacement of components in printing devices
- ✓ individual consultation or training
- ✓ dedicated subpage on our website - the KNOWLEDGE ZONE



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- ✓ real-time stock info
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Reliable and valued partner

- ✓ multiple industry awards
- ✓ making significant contributions to the recycling sector



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05-532 Baniocha, Poland

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export@biuromax.com.pl
www.biuromax.com.pl

Welcome to The Recycler Live – Tallinn 2025

Welcome to Tallinn — and to The Recycler Live 2025. Whether you're joining us for the first time or are a familiar face in our growing community, we're delighted to have you with us for this important event at a challenging time for our industry.



Stefanie Unland
Editor & Publisher, *The Recycler*

This year's programme comes as the sector continues to navigate shifting regulations, tighter compliance rules, changing print behaviours and the growing pressure to deliver sustainability in practice — not just in principle. Against this backdrop, we've designed a programme that brings together some of the most informed voices in the industry to help us all think more clearly, act more confidently, and share what's working.

From chip barriers and circular partnerships to new developments in EU legislation and the rise of purposeful print, our conference sessions address the issues that matter most. We're joined by experts from Brother, Ricoh, Zhono, ETIRA, and Keypoint Intelligence — alongside independent voices and practitioners who are shaping the future of print and reuse across Europe and beyond.

But The Recycler Live has always been about more than what happens on stage. On Wednesday evening, we invite you to

join us for the drinks reception, a relaxed way to catch up with colleagues, meet new contacts and set the tone for the evening ahead. This is followed by our networking dinner and The Recycler Awards — a chance to celebrate the people and companies making a real difference.

Then on Thursday, we shift into Trade Day: your opportunity for more focused discussions, one-to-one meetings and business development in an informal, productive setting.

None of this would be possible without the generous support of our partner, ETIRA, and our headline and golf sponsor Zhono, our co-sponsors Static Control and Biuromax, and our Trade Day supporters. We are truly grateful for your backing.

The Recycler Live is here to inform, inspire and connect. Thank you for being part of it. ■

Sponsors & Supporters

Sponsors and their invaluable support make this event possible. Their contributions are fundamental to the success of our gathering, enabling us to create a platform for knowledge sharing, networking, and innovation.

Headline and Golf Sponsor

ZHONO 众诺

Zhono
info@zhono.com
www.zhono.com

Guangzhou Zhono Microelectronics Co., Ltd., known worldwide as 'Zhono', is a leading chip supplier in the printing industry. Established in 2013, Zhono specialises in the R&D, design, production, and sales of printing chips. Zhono has established R&D centres in Guangzhou, Shenzhen, and Xi'an in China, and operates branches in the United States and Europe.

As an independent chip supplier, Zhono highly values technological innovation, intellectual property, and environmental sustainability. We fully support and are committed to providing high performance quality chips to cartridge remanufacturers and recyclers around the world.



Co-Sponsor

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www.biuromax.com.pl

Biuromax is European premier distributor of printer and copier consumables and spare parts provided by the world's largest manufacturers. Extensive range of products includes remanufactured, alternative and OEM toners, developers and spare parts for copiers and printers as well as carefully selected complementary products like cleaning solutions.

We are reaching almost 50 countries all over the world. With tailor-made logistics services, convenient and ever available online store, technical support and video tutorials our company aims to support every scope of business. As a loyal business partner Biuromax prioritise mutual success and long lasting relationships.

Co-Sponsor

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Static Control
info@scc-inc.com
www.scc-inc.com

Static Control is a cartridge and component manufacturer committed to providing the highest quality imaging solutions. We bring the highest value opportunities to the imaging aftermarket by delivering award-winning, localized customer support, global logistics, combined with our relentless pursuit of quality and unmatched expertise in cartridge research & development.

Trade Day Supporter

ALTKIN
FAIR PRINTING

Altkin
info@armor-group.com
www.altkin-group.com

From our history in the printing industry, which began more than 100 years ago under the ARMOR brand name, we have retained the infinite need for everyone to express, exchange, share ideas, reproduce, transfer and propose solutions to others in a clear, tangible and lasting form.

Trade Day Supporter

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IMEX Group
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www.imex-europe.com

For over 40 years, IMEX has designed and manufactured consistent and reliable toner products that meet and exceed the expectations of key players in the aftermarket.

Every time we pursue a progressive technical opportunity, our development team in Okayama/Japan works hard to establish a unique technological approach, helping us to respond to the ever-changing demands in toner technology.

Our automated production facilities in Japan and the US combined with stringent internal QA systems help to ensure a quality finished product for cartridge remanufacturers around the world.

Trade Day Supporter



Keypoint Intelligence
info@keypointintelligence.com
www.keypointintelligence.com

Keypoint Intelligence is the global data and market intelligence leader for the digital imaging industry. We are the authoritative provider of test based analytical information, competitive intelligence and sales enablement to the digital imaging industry. Our portfolio of products and services covers hardware, software, consumables and document management. Along with providing clients access to a range of SaaS tools and platforms, we offer the most comprehensive independent research and data in the industry.



in partnership with



Trade Day Supporter



Everlight Europe B.V.
dee.chan@everlight.nl
www.tti-toner.com

Founded in 1972, and public listed in Taiwan Stock Exchange in 1988, Everlight Chemical focuses on the development of chemical synthesis technology, which gradually became its core competency. Everlight Chemical has positioned itself as a high-tech chemical enterprise making contributions to the well-being of mankind.

Trend Tone Imaging, Inc. was founded in 1990 and is a subsidiary of the Everlight Group. We are located in Hsinchu Science Park, Taiwan with robust R&D, production and sales teams. The state-of-the-art production equipment from Germany and Japan was introduced to develop and produce compatible toner and toner cartridges to facilitate world-renowned brands of laser printers, photocopiers and multi-functional printers devices.

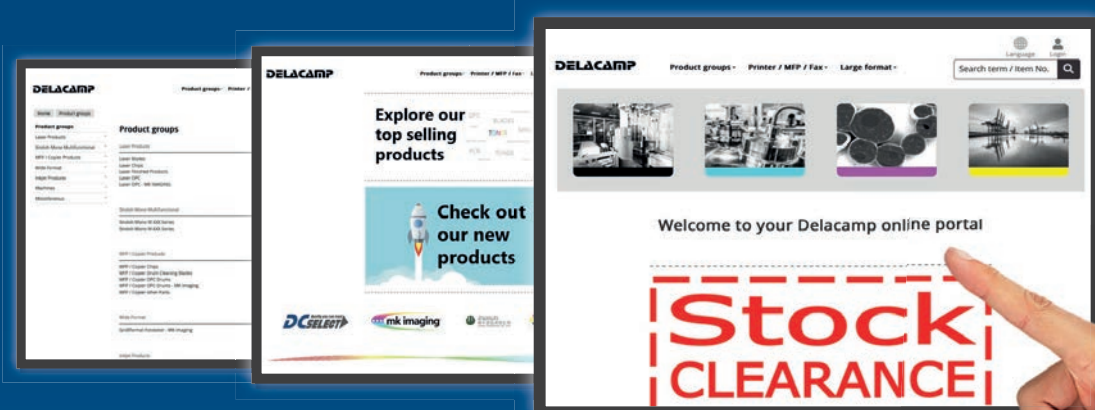
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DELACAMP AG
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www.delacamp.com

DELACAMP, with the main office located in Hamburg, Germany is a supplier of components to the remanufacturing industry as well as components and spare parts for copier machines worldwide. DELACAMP was founded in 1879 as a trading company specializing in the trade between Japan and Germany. Since 1960 DELACAMP is one of the leading suppliers of uninked fabrics for the production of typewriter ribbons.

Delacamp's new online portal



- Search by OEM, engine and cartridge number
- See all compatibilities
- Shop quality leading products
- View and retrieve your account documents
- Update your customer data

www.delacamp.com



ZHONO 众诺

Independent chip suppliers supporting remanufactures and driving change!

The European cartridge remanufacturing and recycling industry stands at a critical juncture, balancing the pursuit of sustainability with the challenges posed by monopolistic practices in the printer consumables market. Central to this balance is the role of independent chip suppliers like Zhono Microelectronics Co. Ltd and the integration of resettable chips, which are pivotal in aligning with recyclers' objectives and adhering to European environmental legislation.

The importance of independent chip suppliers

In the realm of printer cartridges, chips serve as essential components that communicate with printers to monitor ink or toner levels and authenticate cartridge legitimacy. Original Equipment Manufacturers (OEMs) often design these chips to be proprietary, creating barriers for third-party remanufacturers. This exclusivity can hinder the reuse of cartridges, as remanufacturers may be unable to reset or replicate the chips, leading to functional issues or printer rejection of remanufactured cartridges.

Zhono as an independent chip supplier plays a crucial role in mitigating these challenges by developing compatible and resettable chips that enable remanufacturers to refurbish and resell cartridges effectively. This not only promotes competition but also supports environmental sustainability by facilitating the reuse of cartridges, thereby reducing waste.

Resettable chips and recycling objectives

Resettable chips are designed to be reprogrammed or reset after a cartridge has been used, allowing the cartridge to be refilled and reused multiple times. This aligns seamlessly with the objectives of recyclers and remanufacturers, who aim to extend the lifecycle of products and minimize environmental impact.

However, the increasing complexity and security measures embedded in OEM chips have made it more challenging for remanufacturers to reset or replicate them. According to ETIRA, the European Toner and Inkjet Remanufacturers Association, OEMs have been making efforts to block recycling and make reprogramming of chips more difficult, posing significant obstacles to the remanufacturing industry. Resetting chips may not be the 'silver bullet' solution but will become a major part of the remanufacturing landscape in the next 5 years.

The advertisement features a red border and a white background. At the top center is the ZHONO logo with the tagline "Imaging a Better World". Below it, the main headline reads "Independent Chip Supplier" in large, bold, black letters. Underneath the headline is a sub-headline: "The preferred choice of 80% of independent consumables manufacturers globally". In the center, there is a graphic of several green and gold printer chips of different sizes, some standing upright and others lying flat. Above the chips is a circular seal with a thumbs-up icon and the text "Excellence in Every Product" and "ZHONO". At the bottom of the graphic, a small disclaimer states: "• All pictures shown are for illustration purpose only. Actual products may vary. Zhono reserves the right of final interpretation."

European legislation and sustainability initiatives

The European Union has been proactive in promoting sustainability and reducing electronic waste. In June 2024, the European Commission proposed draft ecodesign requirements aimed at enhancing the reuse and longevity of printers and cartridges. These regulations mandate the availability of spare parts, design for repair and reuse, and the provision of software and firmware updates to support the durability and efficiency of printing devices.

Furthermore, the EU has introduced measures to reduce, reuse, and recycle packaging, emphasizing the need for sustainable practices across various industries. These initiatives reflect a broader commitment to a circular economy, where product design and business models prioritize resource efficiency and waste reduction. Resetting chips rather than replacing them with new conforms perfectly to the EU mantra of promoting sustainability.

Challenges posed by monopolistic practices

Despite legislative efforts, monopolistic practices by OEMs continue to pose challenges. The inclusion of sophisticated chips in cartridges, designed to prevent reuse by third parties, undermines the principles of a circular economy. Such practices not only limit consumer choice but also contribute to increased electronic waste. Environmental groups have expressed concerns that these chips could significantly hinder cartridge recycling businesses, calling for governmental intervention to prevent such restrictive measures.

Challenges and opportunities posed by new US tariffs

The recent imposition of tariffs by the U.S. administration has introduced significant economic challenges globally. Notably, a 25% tariff has been levied on semiconductor imports, which are crucial components in various industries, including the production of printer cartridges. This development is particularly concerning for the European cartridge remanufacturing and recycling sector, as it threatens to increase operational costs and, consequently, the prices of remanufactured cartridges.

In this context, the role of independent chip suppliers becomes even more critical. By providing resettable chips, these suppliers enable remanufacturers to reuse existing cartridges without the need for new semiconductor components. This capability not only aligns with the industry's sustainability objectives but also serves as a strategic response to mitigate the financial impact of the newly imposed tariffs. By reducing dependence on imported chips, remanufacturers can better control costs, maintain competitive pricing, and continue to offer environmentally friendly alternatives to consumers.

Conclusion

The integration of independent chip suppliers and the adoption of resettable chips are vital for the advancement of cartridge remanufacturing and recycling in Europe. These elements support the objectives of recyclers, align with European sustainability legislation, and challenge monopolistic practices that hinder environmental progress. As the EU continues to champion a more sustainable and environmentally friendly future, fostering an open and competitive market for remanufactured cartridges will be essential in achieving these goals. ■

Cut Costs Lead the Market

For Use in Some Models of
Kyocera, Ricoh, HP,
Xerox, Canon,
Samsung, Toshiba, etc.



Progeasy 3

One Second
Chip Reset

Innovative Chip Reset Device: **Progeasy 3**

- Reset
- Identification
- Reprogram

50M

50M Chip Sensing Distance

11.5"

Large Touch Screen

Unlimited

Unlimited Chip Head Support



24h

24h Self-Recharge

200+

new resettable models added monthly

All pictures shown are for illustration purpose only. Actual products may vary. Zhono reserves the right of final interpretation.

Programme - Wednesday 14th May 2025

09.15 – 09.20	Welcome and introduction		The OEM perspective
09.20 – 09.30	Remanexpo 2026 and beyond – the inside story.	11.40 – 12.10	Ricoh's circular economy journey History of Ricoh's journey into the circular economy, starting in the 1990's through to today. Challenges we find and future threats we see. Speaker: Richard Catley, Ricoh
09.30 – 10.00	Chip barriers to circular partnerships Chip technology sits at the heart of modern imaging consumables — but it can also present significant challenges to repair, reuse, and remanufacturing. In this session, Zhono explores how its approach to chip development and supply supports the ambitions of the European remanufacturing sector. Aligning with EU principles for a more circular economy, Zhono shares insights on overcoming chip-related barriers and outlines its commitment to partnering with the industry to enable a sustainable, compliant future. Imaging the future with you, this seminar invites discussion on how collaboration can unlock new opportunities for circular partnerships. Speaker: Jason Doran, Head of European Business, Guangzhou Zhono Microelectronics Co., Ltd.	12.10 – 12.45	Our global commitment to circularity This presentation explores Brother's long-standing commitment to sustainability through the lens of our global remanufacturing journey. It begins with a look back at our history of innovation and environmental responsibility, highlighting how sustainability has been embedded in our operations for decades. We'll then take you through our road to ink and toner remanufacturing—why it matters, how it supports a circular economy, and the positive impact it's making for businesses and the planet. Discover the challenges we've faced scaling remanufacturing on a global level, and how we've developed robust systems to ensure quality, consistency, and reduced environmental impact across regions. Attendees will leave with a deeper understanding of how Brother is helping shape a more sustainable future in print technology—one remanufactured cartridge at a time. Speaker: Juan Carot, Senior Project Manager, Brother UK
10.00 – 10.40	Why did they print that? At the end of 2024, Keypoint Intelligence took a deep dive into the market to understand how printing in our busy lives is changing. Our curiosity asked what pages are produced on the home device and, just how important is that printed page to the user. In this presentation we'll explore some of our research findings and consider who is printing what, and why? And we'll be launching an exciting new service for remanufacturers from our supplies Testing Labs! Speaker: David Sweetnam, Ross Chapman, Keypoint Intelligence	12.45 – 14.00	Lunch
10.40 – 11.00	Morning coffee	14.00 – 14.40	2CLIX – DPP What it is and how it works Speaker: Jan de Kesel, Director at ISN-Partners
11.00 – 11.40	Purposeful print: Thriving in a leaner, smarter 2030s Print volumes may be falling, but the need for trusted, compliant, high-value print remains. In this session, David Connett—drawing on nearly four decades in the sector—explores how print businesses can thrive by shifting from mass output to purposeful print. Discover why the winners in the 2030s won't be the biggest, but the most adaptable. Speaker: David Connett, Partner, Connett & Unland GbR	14:40 – 15:00	Afternoon coffee
		15.00 – 15.30	Brussels' beat At The Recycler Live conference in Tallinn, Vincent van Dijk, Secretary General of ETIRA, shares the latest on EU policy developments affecting cartridge remanufacturing. Under the title Brussels' Beat, the presentation outlines ETIRA's lobbying priorities, including fair access, higher reuse targets, and action against polluting imports. It highlights key proposals such as the Ecodesign regulation, sustainability regulation, and anti-greenwashing rules. The session calls for active industry engagement to ensure Europe's remanufacturers are supported by clear, enforceable standards that promote reuse and sustainability. Speaker: Vincent van Dijk, Secretary General, ETIRA

15.30 – 16.30	<p>Focus on market realities and risks</p> <p><i>The compliance challenge: Navigating the risks, raising the bar market supervision: What changes can come</i></p> <p>The European printer cartridge market faces growing pressure from non-compliant, non-sustainable products that undermine both legitimate businesses and environmental standards. In this workshop, Javier Martínez, President of ETIRA, explores the compliance challenges impacting the sector today and all new and changing regulations affecting, from ESPR, to GDSR, passing via (EU) 2019 /1020 and future PCR printer and cartridges regulation amendments on WEEE and REACH obligations to misleading product claims and counterfeit imports. Drawing on real-world examples, this session will equip participants with the knowledge to recognise risks, improve due diligence, and strengthen their own compliance strategies.</p> <p>Speaker: Javier Martínez, President, ETIRA</p>
	<p>Final thoughts: Your questions answered</p> <p>The final session brings all delegates together for an open round table discussion — a chance to ask questions, share reflections, and explore key issues raised during the day. With a panel drawn from across the industry, this interactive forum encourages open dialogue, fresh insights, and meaningful exchange between speakers and peers.</p>

17.00	Conference closes
17.15 – 18.30	<p>ETIRA AGM – Members only</p> <p><i>The formal business of the association. Your voice, your vote, your future.</i></p>
18.30 – 20.00	<p>Drinks reception</p> <p><i>Raise a glass, catch up with colleagues, and set the tone for the evening ahead.</i></p>
20.00 – 22.30	<p>Network dinner and The Recycler Awards</p> <p><i>Good food, great company — and who knows who might pick up an award (or two)?</i></p>



A large advertisement for IMEX toners. On the left, a black and white image of a person's face in profile, looking down. On the right, a vibrant, colorful image of a person's face in profile, looking up, with bright pink, yellow, and blue tones. The background is dark.

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Speaker Profiles



David Connett

Partner at Connett & Unland GbR

David Connett is the former editor and publisher of *The Recycler*. David has been a prominent figure in the industry for many years and brings a wealth of knowledge and expertise to the conference. He is currently a Partner at Connett & Unland GbR, where he continues to contribute to the advancement of the sector.

What you might not know is that David's early career was as an engineer (MIEEE) in the defence and aerospace industry and was an active (Toner Everywhere) remanufacturer for seven years before taking over *The Recycler* way back when in 1997.



Javier Martinez

President at ETIRA

Javier has a Masters in Environmental Impacts and has achieved a PDG in business management and his early career was as an Engineer at UPC. Javier entered the remanufacturing sector in 2001 with his company Consuprint which specialises in MPS. In 2017 Consuprint and Embatex GmbH came together to create Embatex Iberia, now part of Turbon Products GmbH. In November 2018 Javier was appointed European Environmental defender at Turbon Products and he actively campaigns on environmental issues. Javier is the current President and an active member of the board of directors of ETIRA.



Vincent van Dijk

Secretary General at ETIRA

Vincent van Dijk is a consultant in EU- and national public affairs and association manager, Breda, The Netherlands / Brussels, Belgium. He provides public affairs' and industry analysis' services to multinational clients and trade associations in the US and Europe, with a current focus on the agricultural and industrial product sectors, food law, environment, sustainability and fair competition issues.

Vincent is the general manager of ETIRA, the European association of printer cartridge remanufacturers in Brussels (www.etira.org), which promotes the reuse of printer cartridges as a cartridge several times before recycling the composing materials. Reusing cartridges as a cartridge enhances sustainability by saving 45%-60% in CO2 emissions compared to new cartridges, in addition to the reductions in exploitation of natural resources like oil, aluminium and timber.



Juan Carot

Senior Project Manager at Brother Industries

Juan Carot currently works for Brother's Recycling Technology Centre in Ruabon Wales, where he leads on the companies global remanufacturing strategy. Starting his career in engineering, he now specialises in the circular design and Innovation of Brother products and boasts years' of experience working across Asia, Europe and North America.



Jason Doran

Head of European Business at Guangzhou Zhono Microelectronics Co., Ltd

Jason studied business and finance before graduating from Nottingham Trent University in 1989. Before embarking on a business career he spent a year volunteering in Africa, working on environmental and community projects including a stint with the anti-poaching unit in Zimbabwe. A true friend of the natural world, plants and animals he has always been an advocate for saving and protecting our planet for future generations.

He began his career as a business graduate in the consumer electronics industry with the Japanese brand Pioneer where he was Product Manager and marketing Manager before moving to a similar role at Sony. His passion for saving the planet and recycling attracted him into the Cartridge World franchise in 2002 and he opened up three CW stores in the south of England. He has held several senior management and sales positions in the cartridge remanufacturing and consumables industry including Static Control, Print Rite and more recently with Zhono and has spoken at many events for these companies.



Ross Chapman

Director of Business Development at Keypoint Intelligence

Ross Chapman is Director of Business Development at Keypoint Intelligence, where he works with OEMs and other companies across Europe to provide research, advice, and practical support.

He's spent over 15 years in the document imaging and office tech industry and is known for building solid, long-term relationships with clients. Ross helps companies with everything from subscription services and product testing to market comparisons and launching new products.

Before joining Keypoint Intelligence in 2015, he held roles in sales and product management at Exertis and Altodigital, where he developed hands-on experience with managed print, workflow tools, and the evolving print market.

He regularly works with clients across Europe to help them stay ahead of market changes and explore new business opportunities—whether in print, digital, or a mix of both.



David Sweetnam

Director of Research and Lab Services, EMEA/
Asia at Keypoint Intelligence

David has over 21 years of experience in the imaging industry starting as a lab analyst during the early days of mainstream digital print innovation through to senior research and technical lab services management positions in both the USA and Europe.

Back in 2007, David set up the Keypoint Intelligence European lab and research operation in the UK and has overseen its year-on-year growth ever since. Before moving into the analytical and testing side of the imaging industry, David spent several years advising corporate and public sector clients for two FTSE-listed companies in the UK on a wide range of office imaging, software and communication solutions.

David earned a Bachelor of Science degree in Chemistry from Reading University.



Richard Catley

Ricoh's European 3R Parts & Supplies Leader

An Engineer by trade. Working in Ricoh for 38 years, over 25 of which are within Remanufacturing.

Today working in Business Development and responsible for collection in Ricoh's two European Factories (Colmar and Telford).



Jan De Kesel

Director at ISN-Partners

Jan De Kesel has been a pioneer in applying technology to managed print services, and he continues to lead the industry today through innovative and practical ideas and projects. With 30 years of experience in the printing marketplace, De Kesel has been involved in the sales and development of MPS software since 2004.

In his prior role as president of Tradimex in Belgium and ICT-Coatings, he helped bring solutions to OEMs and larger resellers in the copier and printer channels. He has worked with dealers across Europe, helping them drive Managed Print Services and Document Management Software sales.

As managing Director of DocuAudit, he started a new project, called In-Map, in 2010, which was followed by eesyQ in 2015. In-Map closes the gap between MPS sales people and the audit specialist taking who takes care of the proposed status in an MPS Project. In-Map and eesyQ, both on one database platform and available on Android and iOS now bridge the communication gap between any user and any supplier in 2 clicks on an App. This total solution now has huge interest from OEM's and dealers since its launch last year. It can also be used in virtually any industry and is therefore something dealers can go to any type of vertical market with. ■

**WE DON'T MAKE THE CHEAPEST TONER.
WE MAKE THE MOST TRUSTED ONE.**

**OEM-EQUIVALENT POWDER
TRUSTED WORLDWIDE.**



TREND TONE IMAGING, INC.

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Interview: Headline and Golf Sponsor Zhono on breaking barriers for remanufacturers

Zhono has established itself as a key partner for remanufacturers worldwide, providing independent chip solutions that support reuse and recycling. As Headline and Golf Sponsor of The Recycler Live, Zhono spoke to us about the importance of independence, the challenges posed by OEM firmware updates, and why Europe needs agile, compliant technology partners.

Zhono positions itself as an independent chipmaker. Why is that independence so important today?

Our independence is pivotal to breaking technological monopolies in the remanufacturing industry. We neither manufacture printers nor engage in consumables like toner cartridges. This zero-conflict positioning allows us to focus exclusively on chip development, prioritise data security, and avoid any conflicts of interest with customers.

By design, we exist as trusted enablers—never competitors—in the value chain. Our sole focus is to support the remanufacturing sector.

How does Zhono track and respond to firmware updates from OEMs?

During the chip design and development phase, we incorporate a firmware upgrade impact assessment system to minimise or

HP and Canon. Using automated computer programs, we monitor firmware changes in real time to capture OEM releases promptly and enable rapid response.

In addition, we have developed hardware devices that allow clients to respond independently to firmware upgrades. After OEMs release firmware updates, our tools enable clients to perform upgrades within a short timeframe, ensuring uninterrupted business operations and reducing both time and costs.

Firmware updates increasingly block reuse. How do you see this trend affecting the European remanufacturing market?

There are three main impacts. First, cost barriers. European SMEs must invest significantly higher R&D budgets to reverse-engineer firmware. Product maintenance costs increase when printer upgrades disable recycled cartridges,

partner with strong R&D capabilities and rapid troubleshooting support.

Second, we see a risk of market consolidation. Large enterprises with access to technical partnerships could capture over 50% market share, exacerbating market concentration and undermining the EU's vision of a diversified circular economy ecosystem.

Third, such practices may breach the guarantee of SME participation in the circular economy, as set out in the EU Green Deal. We believe this could trigger stricter regulation to enforce fair competition.

What does Europe need from chip suppliers today?

European remanufacturers require partners who offer three key capabilities: agile resolution of technical barriers, 100% compliance with REACH and CE regulations, and long-term commitment to technology development.

This is where Zhono excels. We respond quickly to OEM firmware upgrades and cover more than 10,000 chip models. By 2025, we will have accumulated over 300 valid intellectual property rights.

We also continue to invest over 20% of our revenue into research and development. R&D personnel account for half of our total workforce. With three R&D centres—in Guangzhou, Shenzhen, and Xi'an—we are well placed to deliver professional, customised chip solutions based on solid, advanced chip technology.

We also publish a monthly OEM Firmware Upgrade Monitoring Report, tracking updates from major manufacturers such as HP and Canon.

circumvent the effect of OEM firmware upgrades on remanufacturers' operations.

We also publish a monthly OEM Firmware Upgrade Monitoring Report, tracking updates from major manufacturers such as

forcing chip replacements or upgrades. Compatibility issues can also erode brand loyalty. This combination damages competitiveness—particularly when rivals are unaffected—highlighting the need for a

Are there differences in customer needs between Europe and other global markets?

Yes, there are important differences. OEMs often differentiate printer and cartridge specifications by region. Some chips work globally, but many are region-specific. This increases our R&D and inventory requirements to meet those needs.

Patent registration also varies by country. Some customers focus purely on cost, while others insist on patent-safe solutions. Environmental legislation and attitudes toward sustainability also differ. In Europe, regulation is gathering pace, requiring suppliers and customers to ensure compliance across product design, production, use, and disposal. These factors directly impact the supply chain and cost base.

How does Zhono ensure quality and compliance across its chip range?

We have a strict chip testing process and protocol. Before each chip is released to market, it undergoes more than 20 rigorous tests. These include life testing, serial number verification, on-machine testing,



colour density testing, MPS testing, and online upgrade testing.

Our testing facility includes more than 1,600 printers and copiers. This ensures that our chip quality and reliability meet industry-leading standards.

What's next for Zhono — and how will you continue supporting remanufacturers?

We will continue to leverage technological innovation to break OEM monopolies and support the remanufacturing industry. Our plan includes expanding the range of

resettable models for our New Progeasy 3 chip reset device to further support chip reset and programming within the recycling sector.

Zhono remains committed to our mission—‘Imaging a Better World’—providing strong technological support to the recycling industry, breaking down barriers to reuse, and promoting fair and sustainable development across the sector.

We would like to thank Jack and the Zhono team for their support as Headline and Golf Sponsor of The Recycler Live conference this year. ■



Driving Growth with Data, Testing, and Insights

Empowering smarter decisions and stronger outcomes through trusted expertise

Keypoint Intelligence is the leading global provider of data-driven insights, independent product testing, and consulting services for the digital imaging and printing industries. With over 60 years of expertise, we help businesses drive growth, improve performance, and stay competitive in a rapidly evolving marketplace.



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Make the most of your time in Tallinn: Where to eat, meet and explore

Whether it is your first visit or you are a returning guest, Tallinn is a city that makes a lasting impression. Compact, walkable, and effortlessly blending medieval charm with a confident, modern vibe, Estonia's capital offers plenty to see, do – and most importantly, eat – between conference sessions. Here are some suggestions to help you make the most of your time in the city.

Take in the Old Town – and stay for dinner

Tallinn's Old Town is not just a tourist favourite; it is a spectacular backdrop for catching up with colleagues or grabbing a bite after the day's meetings. The medieval heart of the city, with its cobbled streets and gothic spires, is home to some excellent restaurants.

For traditional Estonian flavours in an atmospheric setting, **Rataskaevu 16** is a reliable choice, known for its seasonal menu and friendly service. If you are entertaining clients, **Restoran Õ** just outside the Old Town delivers fine dining with Nordic-Estonian flair.

Stylish business dining

If you are looking for somewhere a little more polished for a business dinner or to

unwind with fellow delegates, **180° by Matthias Diether**, located at the Noblessner harbour, offers an elegant tasting menu experience in striking modern surroundings. Another popular choice is **Noa Chef's Hall**, Estonia's first Michelin-starred restaurant, with sea views and exceptional attention to detail.

Closer to the city centre, **Mon Repos** in Kadriorg serves French-influenced dishes in a beautiful villa setting – ideal for a relaxed yet impressive lunch or dinner.

Casual bites and local favourites

Explore the **Balti Jaama Turg** (Baltic Station Market) near Telliskivi for street food stalls, local pastries, dumplings, and good coffee. Upstairs, you will also find more formal dining options like **One Sixty**, known for its barbecue, and **Trikster Tihane**, a laid-back café popular with locals.

Coffee breaks and sweet treats

Estonia takes its coffee seriously. For a decent flat white or a quiet spot to check your emails, **Røst Bakery** is highly rated for its cinnamon buns and sourdough sandwiches.

For something a little special, **Maiasmokk Café**, established in 1864, claims to be the oldest operating café in Tallinn and serves excellent cakes in a historic setting.

Something different after hours

If you are staying on after the day's agenda wraps up, consider an evening at **Põhjala Brewery and Tap Room**, located at the Noblessner waterfront. The brewery is well-known for its craft beers and has a solid food menu – think smoked meats and hearty sharing plates – in an informal setting with views across the harbour.

Getting around and booking ahead

Tallinn is a very walkable city, and taxis are reliable and inexpensive via ride-hailing apps like Bolt. For the more popular restaurants, especially during events and weekends, it is wise to book ahead.

Whatever your taste and schedule, Tallinn offers plenty of ways to recharge, reflect on the day's discussions, or continue the conversation over good food and drink. Enjoy your stay – and do not forget to leave room for dessert. ■



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