
Guidance for Product Case Studies and Market Analysis

Purpose of the Document

This document will provide guidance regarding a first data input of industry partners concerning the conduct of the required *Product Case Assessments* as well as the definition of *Base Cases* for the *EuP Preparatory Studies Lot 4 "Imaging Equipment"*.

We are asking industry partners to provide information/data regarding the following aspects:

- Product Cases
- Technology Trends (voluntary)
- Market Figures (voluntary)

Product Cases

At this stage we would like to obtain general information regarding products, that are currently manufactured and well sold by your company, and for which **you will provide more detailed technical data for the environmental impact assessment** at a later stage of the EuP Preparatory Studies (e.g. Bill of Material according to VHK methodology requirements). In order to determine these product cases please take the following steps as a guideline.

- 1) Give an overview of your company's product portfolio for imaging equipment. Differentiate simply between the following segments or products that are marketed as:
 - Printer
 - Copier
 - Multi Functional Device (MFD)
 - Scanner
 - Fax Machine
 - other Imaging Equipment
- 2) Determine 3 to 6 of your company's top selling products (for which you will provide more detailed technical data for the environmental impact assessment), and differentiate the above segments (e.g. three different printers and two different MDF, one scanner). You might be able to provide more Product Cases in one particular segment. Take the following criteria into account:

- choose products that have the highest unit shipment or sales figures per year, EU market
(do not choose products due to their financial sales volume e.g. high price)
 - choose products that were introduced in the EU market between 2002 – 2006
(you might choose one product that will be a key product in the coming years)
 - choose products that are average and not particularly marketed as *green*.
- 3) Provide general product data sheets or other information for these 3 to 6 top selling products. Please use the attached excel sheet (**Product Matrix**) as a guideline on the information, we are interested in. If you can not provide certain information do not worry and send us the partially completed excel sheet. Please notice the following aspects:
- Differentiate between a single product (type) or a product line (series); it might make sense to provide information on a product series which derives from one base model.
 - Differentiate between core functions and added / build-in functions; you might add to the existing list further functions.
 - Differentiate between desk top and floor standing products; if possible give information on typical application environment and the approximate weight of the product.
 - Differentiate between marking technologies, if necessary specify technology description.
 - Provide information on maximum (draft quality) and normal (good quality) product imaging speed (image per minute, ipm for a single A4 sheet printed/copied/scanned on 1 side in a minute), give the speed range for a product series, differentiate between monochrome and colour speed.
 - Provide information on standard and maximum sheet format, use ISO norm A4, A3.
 - Differentiate between monochrome and colour, if possible give additional information on the colouring system (e.g. CYMK; ink, toner, dye).
 - Differentiate between regular paper and/or photo paper only.
 - Provide some basic market data e.g. year of market introduction, product shipment or sales figures for EU market (if available and not confidential), price segment in Euro, average re-design cycle.
 - If possible provide English language product data sheet with picture.

Notice: Please consider the following request as voluntary input

Industry partners might indicate publicly available documents with useful information concerning technology/product trends as well as market figures.

We particularly address industry associations for their support in determining important trends and market data.

Technology Trends

The definition of appropriate *Product Cases* and the later aggregation of the *Base Cases* require an understanding of technology and application driven market developments. Certain trends might influence the criteria we choose for defining the *Base Cases*. We would appreciate your input on these trends by providing non-confidential information:

- Documents that describe important technology or product trends (e.g. modular product concepts, colour only products, build-in computing, memory etc.).
- Technology and product roadmaps.
- Public company visions and mid-term market scenarios/assessments.

Market Figures

In order to support our market analysis a general data input from industry partners is welcomed. Please advice open source information or provide relevant non-confidential data directly. We are interested in following information and data:

- What are common market segments/sub-segmentation used by industry
- Annual production, shipment or sales figures
(please use the enclosed excel sheet (**Market Matrix**) as a guideline for your data input.

Deadlines for submission

We would appreciate a submission of your input until **28 April 2006**

Please send digital data to:

Mr. Gregor Steffenhagen

gregor.steffenhagen@izm.fraunhofer.de

and in copy (cc) to:

Mr. Karsten Schischke

karsten.schischke@izm.fraunhofer.de

Please send paper copies to:

Mr. Karsten Schischke

Fraunhofer IZM
Dept. Environmental Engineering
Gustav-Meyer-Allee 25
13355 Berlin, Germany

Outlook on next steps

- 05-2006 Your input on product cases and market data will be assessed until the end of May. As a result we will define a set of *Product Cases* that reflect representative product groups in the category of Imaging Equipment.
- 06-2006 These Product Cases and draft proposal for the *Bases Cases* will be discussed with DG TREN and the industry partners. We will then provide the first questionnaire for specific product data input according to the requirements of VHK methodology.
- 07-2006 Start of the specific Product Case Assessments, duration approximately four months.

The Fraunhofer IZM / Bio IS consortium is appreciating your collaboration in the EuP Preparatory Studies of Lot 4 "Imaging Equipment".

Thank you