

# THE RECYCLER

Trade magazine for the toner and inkjet remanufacturing industry ~ making waste work

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## Maximising Face to Face

With 2019's Paperworld trade show in Frankfurt just around the corner, it's definitely time to start planning your own exhibition strategy. In this guide, *The Recycler* offers its own ten-point programme to make sure you have a successful show. Starts Page 22

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Changes, Challenges and future plans. Starts Page 36

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# Still going strong: Compedo revisited

In 2009, *The Recycler* sat down with Richard Pennekamp, the Owner and Chairman of German ink manufacturer Compedo Germany. Nine years on, we've returned to the company to find out what has changed for the business, and what else is to come on the horizon.

It's been a fairly tumultuous nine years for the office imaging industry, with companies both big and small merging, emerging, and sometimes disappearing altogether. Pennekamp agrees that it's been a decade of great changes, and reflects upon what this has meant for Compedo.

"There were, and are, a lot of challenges," reflects Pennekamp, citing "the declining market for remanufacturing inkjet cartridges for desktop products" as the foremost obstacle of the last nine years. As a result of this shrinkage, the company has looked for new sectors, and sources of income.

"Beside the desktop inks, Compedo now has its own inks for wide format digital textile printing, sublimation inks for polyester fibres for banners and beach flags for outdoor and indoor use, and also binder free pigment inks for direct to garment printing," Pennekamp explains.

Perhaps the biggest change for Compedo, though, has been its increased focus on strategic partnerships, with arrangements agreed with a range of companies. In the last few years, Pennekamp explains, "Compedo has built some strategic partnerships in different industries, allowing us to offer a wide range of own produced products for lots of printing applications. We are

working close together with a big manufacturer of flexographic inks, allowing us to make all products ourselves, mostly from our own developed dispersions, by own formulations.

"This gives us better control of the overall bulk ink product but also a cost saving," he adds.

With any period of change, of course, comes a fresh set of challenges, and Pennekamp acknowledges that Compedo has not been immune to those hurdles.

As well as "the declining of the desktop market," he names "the competition against China and Korea" as one of the biggest tests facing his

company from within the industry. However, Pennekamp remains optimistic of Compedo's ability to hold its own.

"Compedo is able today, to produce German quality, reach-conform, for a competitive price against the Far East," he declares.

Closer to home, however, Compedo is continuing to focus on its strategy "to address international customers", and is also "expanding our activities in the East European market." It is all part of Pennekamp's plan to continue taking Compedo forward, becoming "an industry leader in digital printing, for remaining desktop products, large format inks and industrial inks as well."

Looking ahead, another nine years from now, Pennekamp reflects on where he would like the company to be, and what he hopes to achieve in that time.

"We plan to expand further, by a very diversified product portfolio all made by our own formulations and production equipment," he explains. "To give you an example: Most inkjet manufacturers today are 'mixing' their inks, based on ready dispersions as pre-product, available from big players like Cabot, Sensient, Diamond, and Sun Chemical. This issue makes them comparable because they all have the same starting point."





"Compedo goes one step deeper," Pennekamp continues, "and is able, depending on their shareholders in the group, to use a large portfolio of labour resources, mills, and manpower to create their own dispersions. By this step, we are more competitive in variations of colours, in quality like particle size, and, last but not least, in pricing of the ready product."

It is clearly an exciting time for Compedo, with the recent release of multiple new lines and products.

"We are in a position to supply a lot of our own made inks for various applications," Pennekamp explains. "Beside the desktop bulk inks and textile inks, those are water based inks for packaging printing, but also eco solvent inks, mild solvent inks and hard solvent inks for packaging printing on semi- and non-porous media. UV curing inks and LED curing inks, as well latex inks. Most of them made by own formulations and own production in the group."


Pennekamp acknowledges that the industry is capable of bringing "stormy weather", but when asked what he is most proud of at Compedo, his answer is unequivocal: "Honestly,



the team spirit among the people," he replies, before adding that "regarding the products – that they are all made by our own formulations and our own equipment in Europe."

"We are proud of the fact that Compedo is still present in this stormy weather market, and has been for over 30 years," he concludes.

With its ambitious plans for further expansion and diversification, it would

appear that Compedo is set to weather the storms on the horizon; as with its turning to new product lines in the face of a shrinking cartridge market, the company is aware that creative thinking and innovation are required to continue in the industry. With this knowledge in mind, it looks likely that when the market's stormy weather passes, Compedo will be coming out into the sunshine smiling 



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## State of the ink

In a time of a changing inkjet market, a strong and competitive partner is more necessary than ever. Compedo - with the experience of 25 years of inkjet - will stand by your side, whatever the market expects from you. With the step to our own Compedo DiSP dispersions - dye & pigment, we are changing this market our way! This is new - this is Compedo!

- **up-to-date bulk inkjet-inks**  
like dye C-581 for Canon CLI-581
- **based on Compedo DSP**  
our own dispersions for the market
- **packaging & industrial inks**  
for e.g. Wonder printing machines
- **largeformat inks for all materials**  
sublimation, UV, UV-LED



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