



**Digitalised Value  
Management for Unlocking  
the potential of the Circular  
Manufacturing Systems with  
integrated digital solutions**

**Arçelik**

**gorenje**  
*Life Simplified*



**MASARYK  
UNIVERSITY**



# Logistics behind laser printers: the case of Lexmark

The focus of the lecture is to introduce Lexmark's forward and reverse logistic flows and share a quick overview regarding our business. Lexmark is recognized as a global leader in the imaging and document services market. Our customers are located all over the world with devices deployed in over 170 countries. In fact, Lexmark has managed print service engagements in over 28,000 cities and 200k locations. In total, we have over 6.5M devices operating in the field of which over 1M are managed directly through our single global system. We also have a broad network of over 6,500 partners to reach markets and customers not covered by our direct sales force. Come and join our lecture to find out more about how our processes can be incorporated into the DiCiM project funded by the European Union

“We believe in what we do”



## Presenters

- Noemi Keszler – Manager, EMEA After Sales Supply Chain
- Gyorgy Szemeredi – GBS WW Strategic PMO

# Organization info

- Manufacturer of laser printers and imaging products
- Founded in 1991
- HQ in Lexington, USA
- Customers in more than 170 countries
- Recognition: Global leader in innovative imaging & IoT



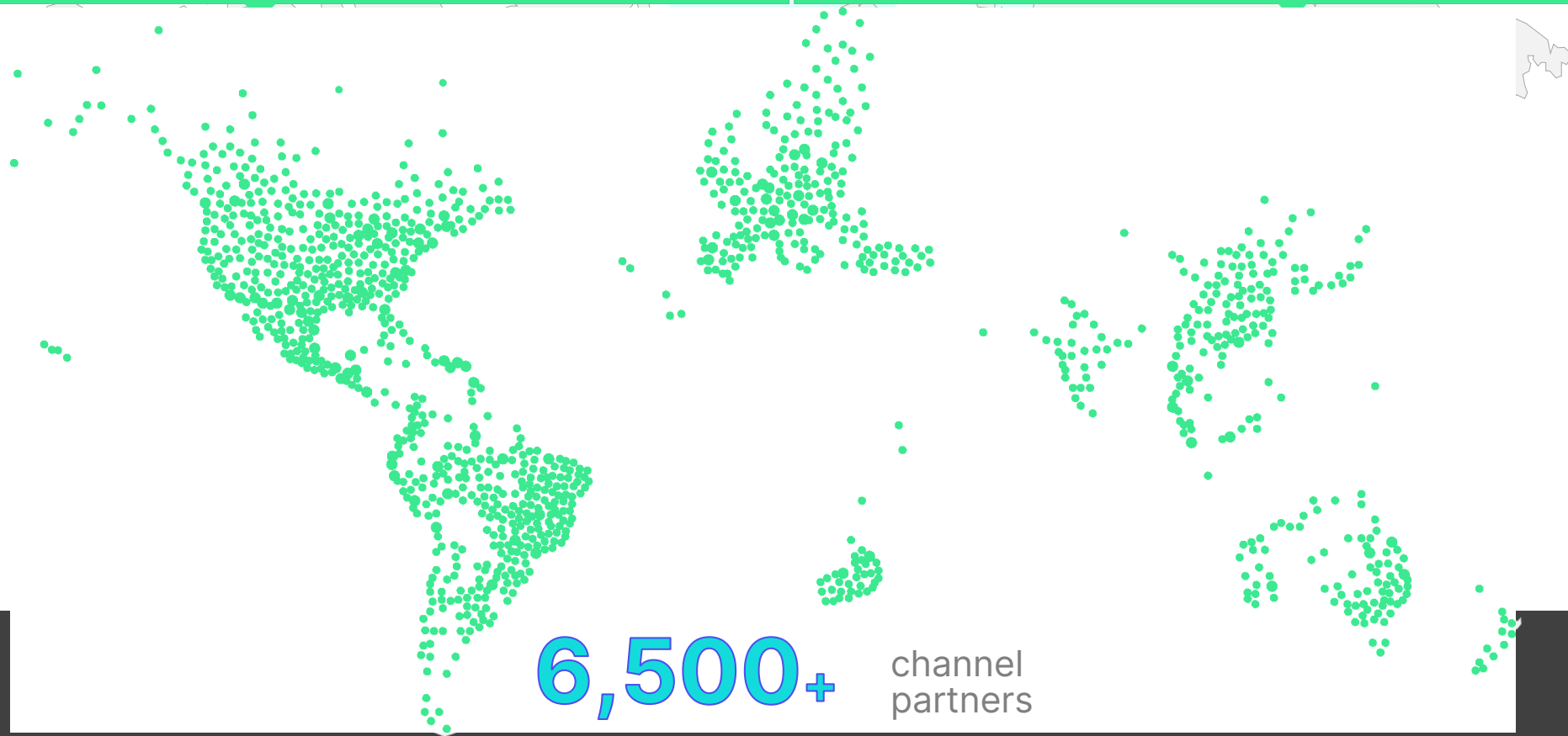
# Our global reach

**7M+** devices deployed

**170+** countries

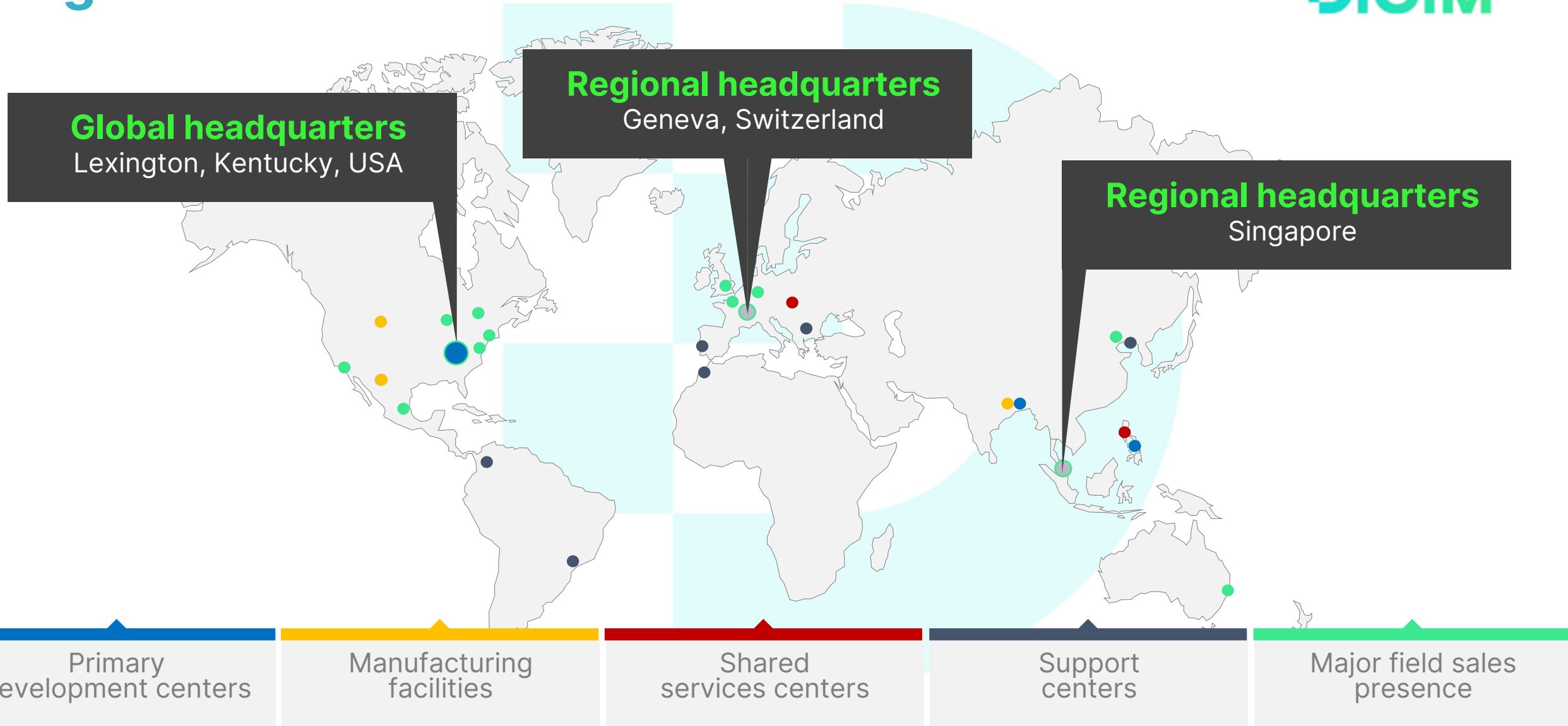
**1.2M+** devices under contract

**230K+** locations



**6,500+** channel partners

# A global leader



# Our employees



**8,000** employees

**45** countries



# Our portfolio

**Cloud**  
services

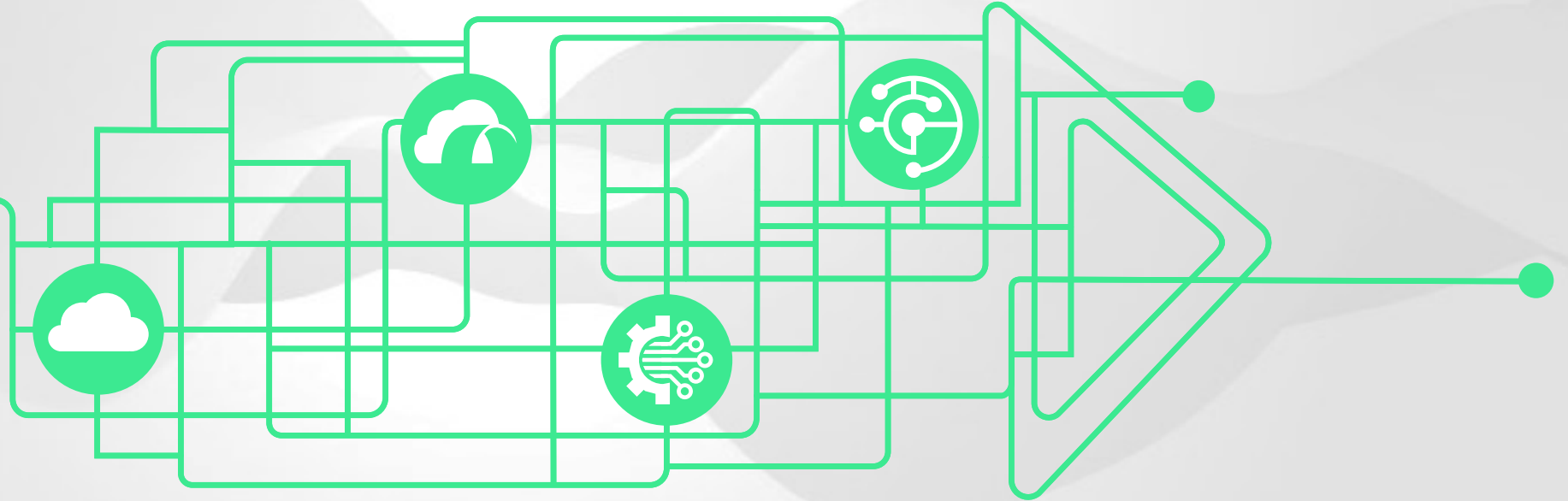
**Managed print**  
services

**Applied**  
technology

**IoT**  
solutions



**Imaging**  
hardware



# Lexmark CSR Report



All office printing and testing paper at Lexmark is offset through PrintReleaf




Lexmark is committed to being fully carbon neutral by 2035

ISRI named Lexmark as 2020 Design for Recycling® award winner



Institute of Scrap Recycling Industries, Inc.  
Voice of the Recycling Industry™

Lexmark has reduced water consumption by **73%** since 2005



Designed for Durability

Lexmark devices are built for long life of **7+** years

Lexmark is an industry leader with **39%** reclaimed plastics in Lexmark branded devices

Actively supporting the circular economy for **30** years

Actively supporting the circular economy for **30** years

Lexmark Cartridge Collection Program reused or recycled over 100 million cartridges



Lexmark Cartridge Collection Program

Lexmark Cartridge Collection Program reused or recycled over 100 million cartridges



Lexmark Cartridge Collection Program

Lexmark products meet top global certifications



Lexmark has earned a perfect score on the Corporate Equality Index (CEI) every year since 2005



**BEST** PLACES TO WORK  
2022 for LGBTQ+ Equality  
100% CORPORATE EQUALITY INDEX

EcoVadis awarded Lexmark a 2022 platinum sustainability rating, its highest level



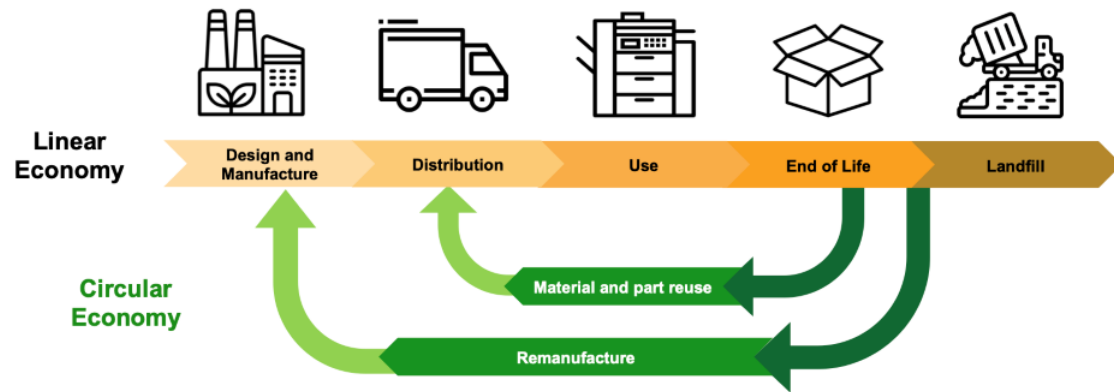
**97%** of global workforce trained in human rights issues



Lexmark Sustainability

# Circular Economy

*“To support **customer choice**, **technological innovation** and the **circular economy** by cartridge reuse, we propose that OEMs of imaging devices provide a solution that enables the operation of remanufactured cartridges in their devices (whether remanufactured by the OEM or others) using the OEM’s original circuitry while maintaining key device functionality.”*





# Printer & cartridge selection for DiCiM / MS823dn

## Lexmark MS823dn

Part no.: 50G0225



### FEATURES

- Black & White Laser Printer
- Duplex (2-sided) Printing: Integrated Duplex
- Print Speed: Up to 61 ppm
- Recommended Monthly Page Volume: 5,000 - 75,000 Pages†



Type	Product description	Yield	PN
<b>Return Program Cartridges</b>	Lexmark Return Program Toner Cartridge	7500	58D2000
	Lexmark High Yield Return Program Toner Cartridge	15000	58D2H00
	Lexmark Extra High Yield Return Program Toner Cartridge	35000	58D2X00
	Lexmark Ultra High Yield Return Program Toner Cartridge	55000	58D2U00
	Lexmark Return Program Imaging Unit	150000	58D0Z00
<b>Regular Cartridges</b>	Lexmark Ultra High Yield Toner Cartridge	55000	58D0UA0
	Lexmark Imaging Unit	150000	58D0ZA0
<b>Corporate Cartridge</b>	Lexmark High Yield Corporate Toner Cartridge	15000	58D2H0E
	Lexmark Extra High Yield Corporate Toner Cartridge	35000	58D2X0E
	Lexmark Ultra High Yield Corporate Toner Cartridge	55000	58D2U0E
	Lexmark Corporate Imaging Unit	150000	58D0Z0E



[Weblink - Lexmark MS823dn](#)



Funded by  
the European Union

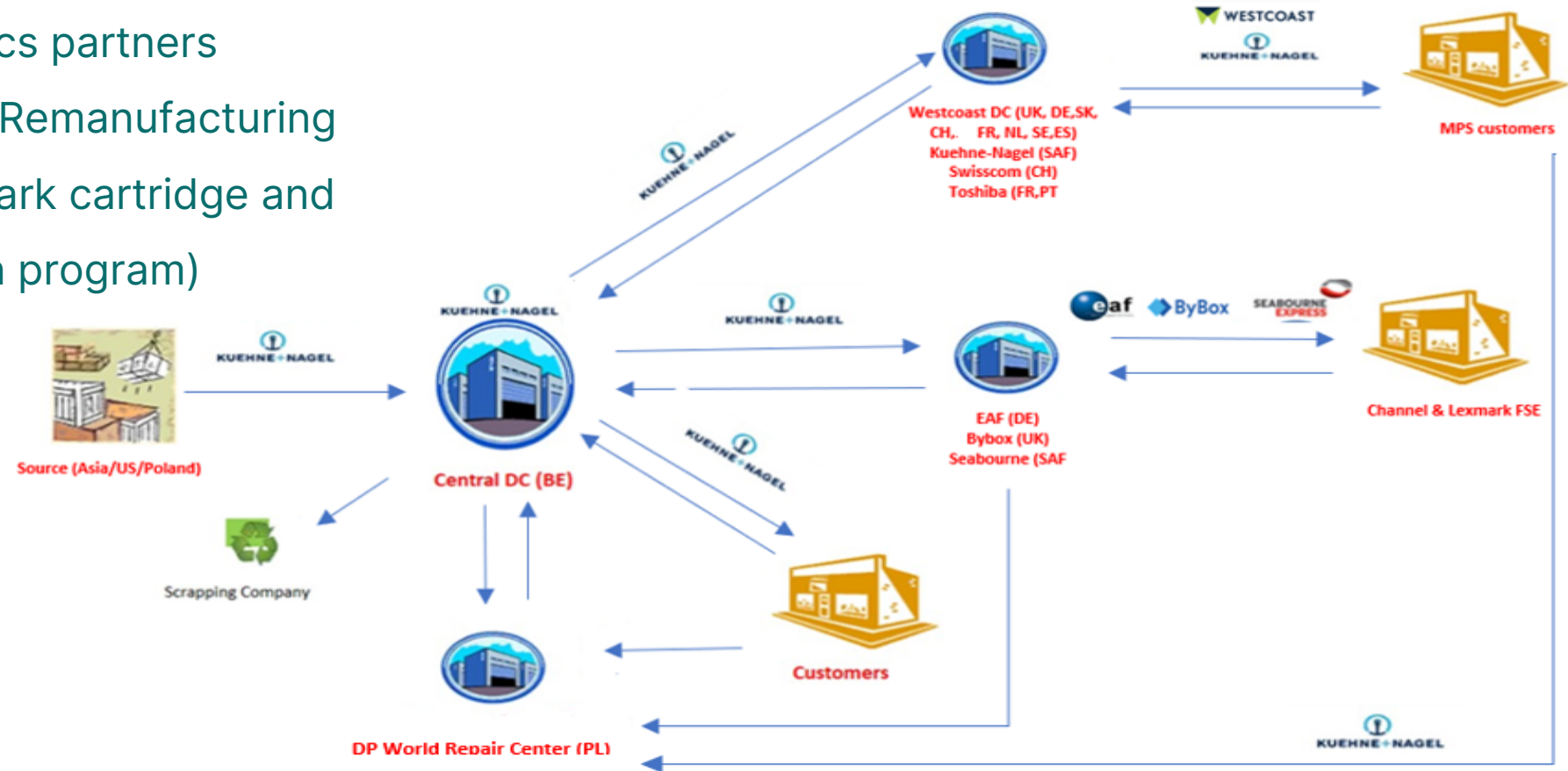
# After Sales Supply Chain



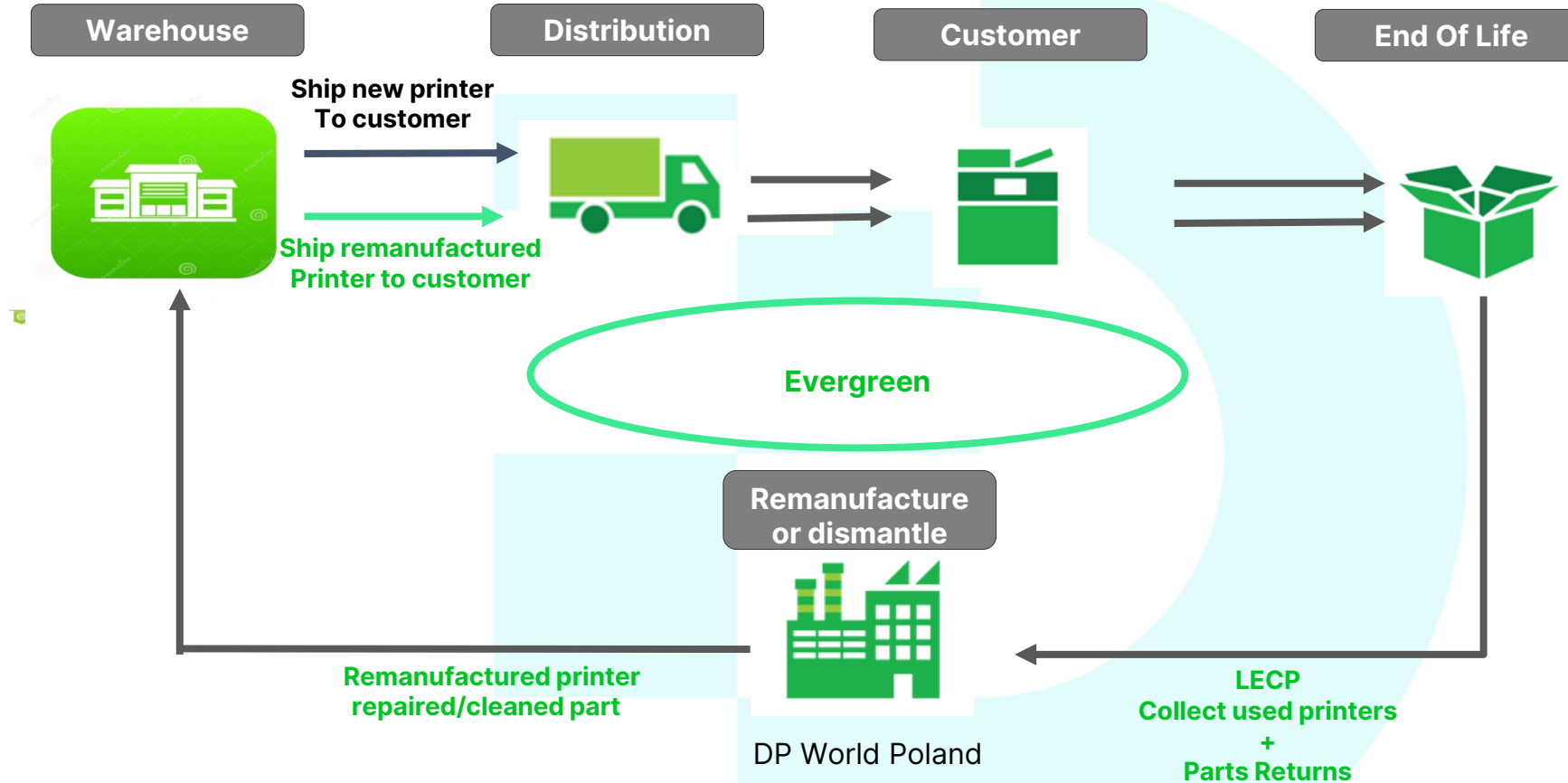
# EMEA distribution flow

## SCOPE:

- Spare Parts logistics partners
- MPS Supplies logistics partners
- Repair, Dismantling, Remanufacturing
- LCCP & LECP (Lexmark cartridge and equipment collection program)



# Circular Economy at Lexmark



## Remanufacturing:

- Competitive offer & fleet extension
- CO2 emission reduction
- New EU regulations

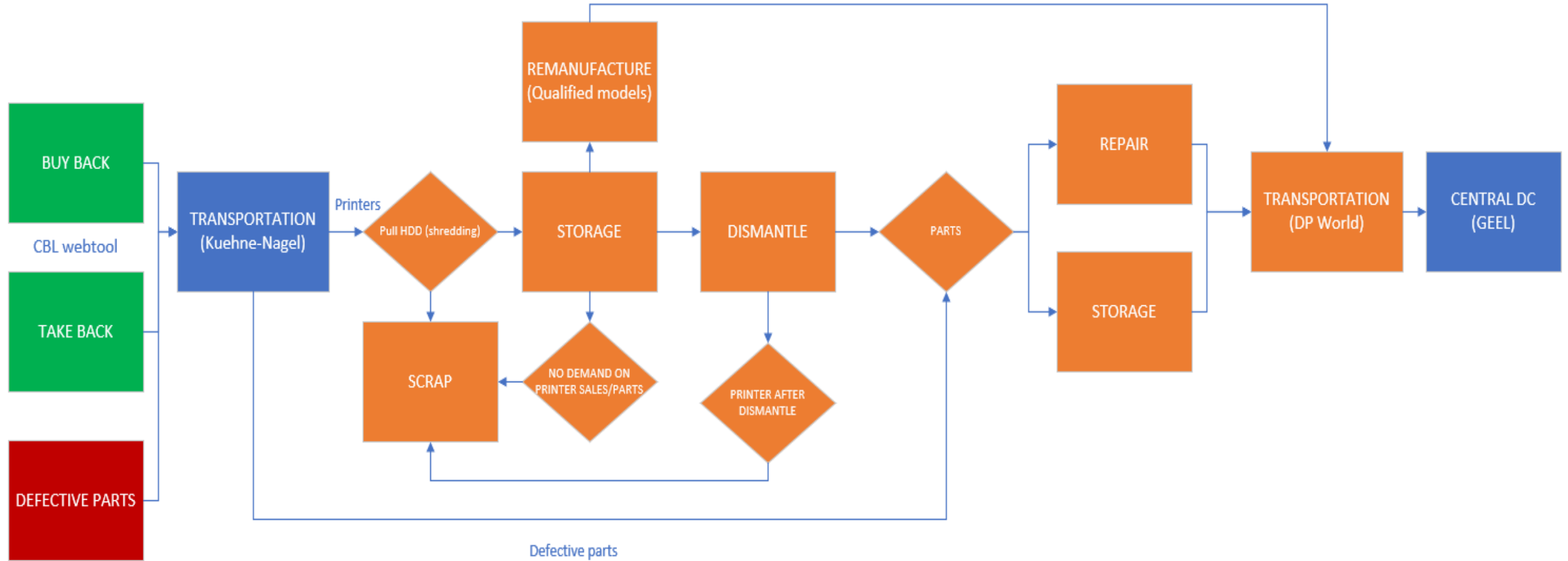
## Parts repair:

- Flexibility: Reducing leadtime, avoiding airshipment, Backorders
- Circular economy

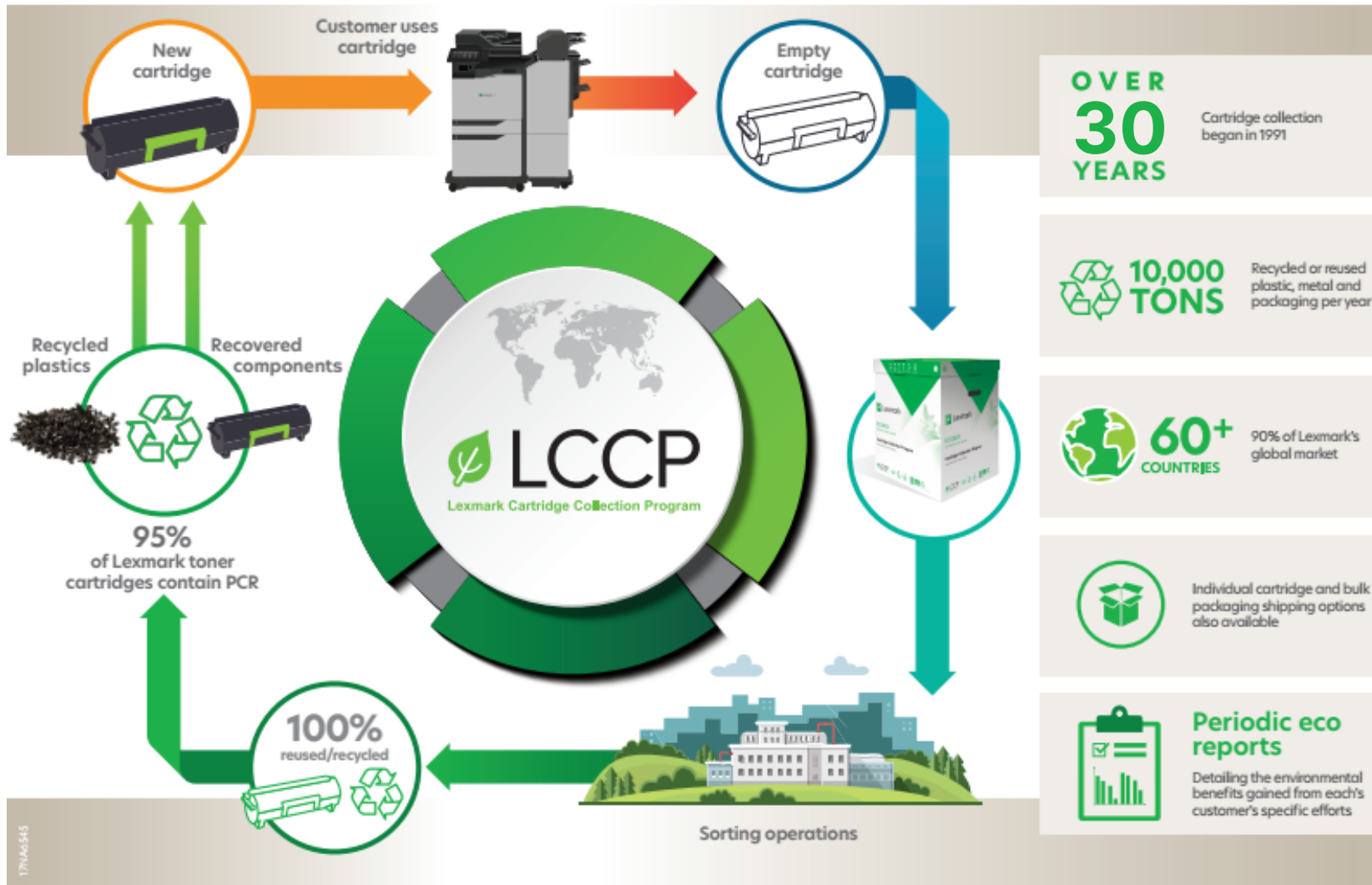
## LECP:

- Source for Reman and Parts repair
- Support fleet changes, reducing cost
- Proper handling of GDPR sensitive parts
- Reuse and recycle

# Repair, Dismantling & Remanufacturing process



# Lexmark Cartridge Collection Program



## Lexmark Cartridge Collection Program (LCCP)

- Free, easy cartridge recycling since 1991
- Customers return more than 1 out of 3 toner cartridges, far exceeding industry averages
- Zero landfill / zero waste policy ensures all empty cartridges returned are reused or recycled
- Available in 60+ countries

Thank you for your attention!





Lexmark™






**100 %**

**RECYCLING / REUSE OF COLLECTED CARTRIDGES**

All cartridges collected by Lexmark are fully reused or recycled. In other words, none is landfilled or incinerated.

**48 %**

of the cartridges collected  
**IN EUROPE ARE REMANUFACTURED**



**97 %**

of cartridges that cannot be reused are recycled with material recovery (crushing, material separation)



**0%**

**LANDFILLING**