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PAGE 14

STATIC CONTROL: INDUSTRY CHAMPION

—How One Company Shaped an Entire Industry





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CARTRIDGES**
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—How One Company Shaped an Entire Industry



Static Control's 24 hour print lab tests cartridges non-stop. Here, an employee is testing cartridges in a humidity controlled room to ensure products work well no matter what the conditions.

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David Gibbons



I started my printer cartridge remanufacturing business in Sydney, Australia 31 years ago. It was a small start-up business I ran from my garage.

I was desperate for help and support, and right from the outset, Static Control was there. It was also true for tens of thousands of small cartridge remanufacturers around

the world. We collectively owe our success to Static Control.

Our industry came under threat from the printer OEMs that would do anything to recapture a monopoly business. Why? Because my small business and thousands like it were providing consumers with choice.

Static Control was there at each turn, innovatively providing new solutions to keep my business going. I remember thinking in the late 1990s it would be the end of the road when the OEMs introduced printer chips to the cartridges. They were killer chips. That's what we called them, because they locked out aftermarket cartridges from working in our customers' printers.

However, Static Control invested

heavily to provide, develop and manufacture the chips we needed. And the industry thrived. It also had our backs as the printer OEMs threw lawsuits at us in a quest to capture our share of the market.

Our industry owes a huge debt to the investment made by Static Control. That's why we have devoted this entire issue of the magazine to share their story with you.

Thank you, Static Control, for being there every day I ran my business. Congratulations on achieving 35 years. We collectively salute you.

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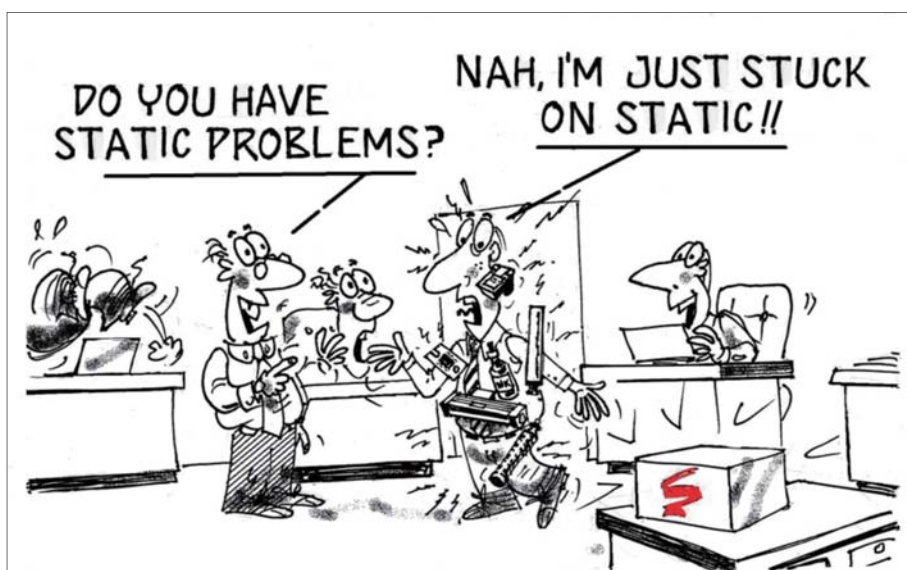
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BERTO'S LAST LAUGH



Static Control Pursuit of Inno



I's Relentless novation

 *Chris Nichols, Product Manager of Static Control*

Chris Nichols is the Product Development Engineer at Static Control Components—a role he has held for almost 15 years. He earned a Bachelor of Science in Mechanical Engineering degree from North Carolina State University.



Static Control has been a leader in innovation for the imaging aftermarket for 35 years. During that time, the company has disassembled hundreds of thousands of cartridges from every printer manufacturer, all to ensure the company mastered the inner workings of toner and ink jet cartridges better than anyone else. This knowledge was essential in creating components and cartridges that delivered the reliability and premium performance that customers now expect from Static Control.

System Matched

Throughout the years, the technology inside toner cartridges became far more advanced, and developing components that worked together to deliver premium performance was a challenge. Creating components in isolation of each other meant they would work for a little while, but inevitably began to wear down and cause print defects. However, Static Control's team quickly learned the recipe for success – to design the components as a system to work together during the printing process.

Electrophotography is the science inside most toner cartridges. Each component played a vital role in the seven-step process of electrophotography. For example, the toner had to be the correct charge to work best with the OPC drum, the PCR had to



HP 4100 chip - Static Control's first chip solution

give the correct charge to the OPC drum, the doctor blade manufactured to the exact specifications to work best with the roller, and so on.

Static Control launched its first system-matched component set in 1996 for cartridges used in the HP 5Si printer. Since that time, hundreds of systems and thousands of components have been released to help remanufacture cartridges around the globe. Today, these system solutions are installed in Static Control's own premium line of cartridges.

The 9K Splitter

In May 2001, HP released the LaserJet 9000 printer series. At the time, it was the company's fastest laser printer with a print speed of 50 pages per minute. The C8543X cartridge the printer used was also unique. Unlike its predecessors, this cartridge was



The HP 9000 splitter system opened the cartridge for remanufacturing without damaging it

laser welded together, making it impossible to open for remanufacturing without causing critical damage to the cartridge.

After an intensive development effort, Static Control released a proprietary splitting system that allowed remanufacturers to efficiently open the cartridge without cutting through any of the crucial contacts. This innovation created a new revenue stream for remanufacturers around the globe and in addition to the splitter, Static Control went on to develop and manufacture an entire replacement imaging system.

The HP 9000 printer continues to be a workhorse more than 20 years after its release and cartridge demand for the C8543X still

IN MY VIEW

How has SCC impacted your business as one of its global distributors?



Japan

Masato Emori

President and CEO, Hara Trading

Our company, Hara Trading, established in 1955, was originally in the typewriter ribbon business. We know something about celebrations as we are about to celebrate our 70th anniversary with a strong presence in the Japanese market. We entered the toner cartridge remanufacturing industry more than 30 years ago following a meeting between Shigeto Emori, our former president, and Erwin Pijpers of Static Control. Static Control and Hara Trading have been driving new technologies, leading the industry and assisting our customers together for many years. Static Control has the resources to overcome more new challenges and create new business opportunities. Congratulations on your 35th anniversary!



Australia

Jackie Russin

CEO, RTS Imaging

It's hard to believe it's been over 25 years since RTS Imaging first became a Static Control distributor. I still remember being greeted, on arrival at the office, to a pile of paper hanging from the fax machine with invoices and shipping documents from you. As a remanufacturer we were always so grateful, not only for the high-quality product you produced, but the constant training and support we received from your technical team. Dr. John Wyhof was on speed dial! From those fax machines days to the first color toners, to the battle with Lexmark and chipped cartridges, we were always proud to be a Static Control customer.

remains worldwide. As Static Control has continually updated manufacturing operations for efficiency, it has designed and built a state-of-the-art robotic splitting system.

SCC's robotic splitting system draws on the knowledge developed through our original product from years ago but incorporates modern advancements to improve capabilities. It is faster. SCC's manual system from 2001 took approximately 20-25 minutes to open a single cartridge; the automated version in factories today can split two cartridges in four minutes!

Static Control is always improving processes and systems to provide the best products to its customers. This allows Static Control to continue to provide the best replacement C8543X available to the aftermarket.

Chips, the Brain of the Cartridge

One of the company's most significant achievements has been its work in chip development. Static Control was the first

aftermarket supplier to offer replacement chips, and quickly became a powerhouse in the industry. In 2004, it released its patented universal chip, allowing for one chip to be used in multiple cartridge SKUs.

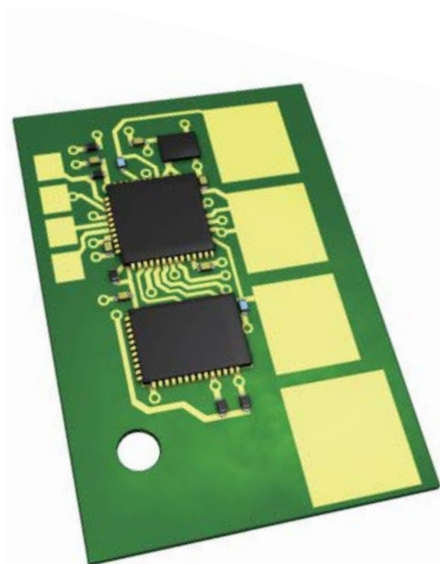
In 2011, Static Control released an aftermarket chip for the Lexmark T650. This highly encrypted chip was embedded with many different layers of security and took significant effort to reverse engineer a functional aftermarket chip.

Even today, the company prides itself on offering the most firmware-resistant chip to the aftermarket. OEMs are known to push out firmware updates that can lock-out aftermarket solutions, and Static Control proactively tries to stay ahead. Even when an issue arises, a solution is discovered quickly, and local reprogramming can occur.

Important Products

Here are some of the most important product releases over the last 35 years that helped remanufacturers grow their business.

HP 3Si/4Si	Industry's First PCR Solution
HP 5Si	Industry's First Complete System Solution
HP 4100 Chip	Industry's First HP Chip Solution
HP 9000	Industry's Only Splitting System
Coated Mag Rollers	Industry's First Patented Mag Roller
Universal Chips	First to Market
Doctor Bars	First to Market
HP 02 & Canon CLI-8 Ink Jet Chips	First Encrypted Chip Solution
Lexmark T650 Chips	First and Only Solution for Highly Encrypted Chips
NeverTAB PCR	Eliminates Common Print Defects
Samsung Chips	First Emulated Chip Solution
Chemical Color MPT	First Universal Chemical Color Toner
HP 564/920/940 Ink Jet Chips	First Solution to Provide Full OEM Functionality
Zero Twist Gears	Eliminated the Risk of Infringement
Safedrive Gears	First Safe Solution Against Canon Dongle Gear
Static Control Cartridges	Premium Performance Cartridges Backed by Industry Leading Warranty
W Series Cartridges	First to Market with Solution to Latest HP Printers



Static Control's replacement Lexmark T650 chip was a key innovation due to its high level of encryption.



The first complete system solution from Station Control was the toner, drum, blade and PCR for use in HP 5Si.

Cartridges

Static Control is still providing innovative solutions to the aftermarket today. Static Control cartridges are superior in performance to other aftermarket offerings for several reasons. In addition to OEM-comparable performance in both image density and page yield, SCC's products are quality-focused and have no equal in the imaging aftermarket.

Static Control cartridges are designed and perfected by an experienced team of Static Control engineers. Every Static Control cartridge is manufactured with its exclusive imaging systems inside. Once the unique bill of materials has been established, its state-of-the-art manufacturing operations build the cartridges to Static Control's exact specifications. The highest quality raw materials that are dedicated solely for use in Static Control cartridges are delivered to the factory. Production runs are under constant supervision from a Static Control SQE (Supplier Quality Engineer). These engineers are responsible for ongoing quality control throughout cartridge production.

Lastly, Static Control's quality criteria are the highest in the aftermarket industry. Products are post-tested to ensure the best quality cartridges are provided to our customers.

The Future

Static Control will continue to provide the imaging aftermarket with the best solutions, built with knowledge and premium quality in mind. Its 35 years of experience and component know-how is leading the company to project for the future. Its expertise in the electrophotography process will ensure that its system solutions of toner, drum, roller and chip, along with all the other components, will continue to be the backbone of both their premium cartridges and component product catalog.

Static Control is the only full-range supplier of both OEM-comparable cartridges and components to the imaging aftermarket and looks forward to serving customers worldwide with the latest technical innovations to come for the next 35 years and on. ■

IN MY VIEW

How has SCC impacted your business as one of its global distributors?



Mexico

Eloy Rios
Director, CAD Toner

As director of the company CAD Toner, we have become the leading company in printing equipment consumables in Mexico. This leadership has been achieved with the support of Static Control. We have worked with Static Control for 18 years, with 14 of those years as its distributor in Mexico. On this anniversary, we wish you congratulations with the expectation of continuing to do much more business for many more years to come.



Argentina

Ruben Gomez
President, Trascopier

Our company has been a distributor of Static Control products in Argentina since 1999. We salute the company for its first 35 years in the recycling and cartridge manufacturing industry. May the successes between us and our customers continue!



Colombia

Gabriel Gomez
President, Componentes de Colombia and Ecuador

Static Control has been more than a supplier, it has been a business partner. We have grown together with unique products to meet the market needs. Of course the reason for the success is the very high quality of these products. On behalf of Componentes de Colombia and Ecuador, we thank the entire team for your support, efforts, advice, and dedication given to us. We send you a big birthday hug, and we toast those 35 years and many more as the upcoming years will also be full of success and friendship. Happy Birthday Static Control!

Static Control Vision for the

 Shannon Parrish



Shannon Parrish is the Marketing Manager at Static Control, and has worked there for more than 11 years. Based at the head office in Sanford, North Carolina, Parrish has a passion for advertising, editing, project management and feature writing. She has a Bachelor of Arts in Communications from North Carolina State University.



I's Passionate Future

This special edition discusses a lot of the history of Static Control in both technical achievements and legal triumphs. Now we look to the future and what the next 35 years could potentially look like for the powerhouse company.

The aftermarket will see many changes in the next few decades, and Static Control has a plan.

“Customers will always need a high-quality product that provides consistency, something that can be hard to find in the aftermarket, but has been what Static Control has been offering for years,” said Juan

Carlos Bonell, the vice president of international sales and chairman of the executive management committee.

“We sell a solution that studies every component used within the cartridge, how to best manufacture the entire system and cartridge for quality and then subsequently have the product independently tested for quality assurance and control, to

help ensure we continue to maintain the highest levels of quality and consistency,” said Bonell. “Repeat business from customers starts with satisfying them on the first order, and know they’ll come back with repeat business.”

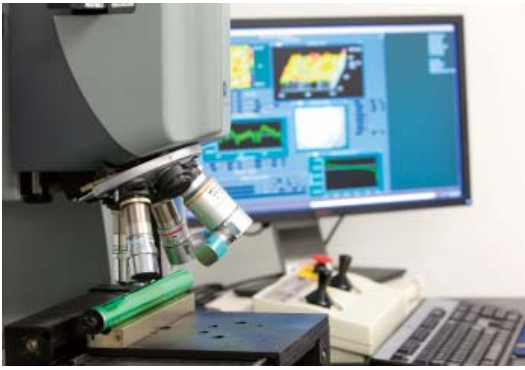
Static Control has more component knowledge than any other aftermarket company, and that has been the core business for the vast majority of its history. Many have questioned if the company will continue supporting remanufacturers with its full line of components.

“Overwhelmingly, the answer is yes!” Bonell said. “Customers have expressed to us they hear rumors occasionally that we will discontinue our components and that is simply not true. It is a core part of

our business, along with being the basis of how we build our cartridge solutions. We plan to continue this because we know the system approach works in delivering the best quality. It is how the OEMs do it, and it is how we do it.”

Static Control is the only full-range supplier for the imaging aftermarket, a title it plans to keep for years to come. “Currently we have more than a hundred products in various stages of development comprised of toners, chips, components and cartridges,” said Bonell. “We plan to continue to offer the premium products that customers have come to expect, but also be the first-to-market with the innovative solutions that customers need to be competitive.” Bonell mentions the recent launch of replacement cartridges and components





Research and development are key to Static Control's success. Their facilities use tools like an electron microscope shown here, and the latest instruments for toner development, to ensure quality performance.

for the latest HP and Canon printers, referred to sometimes as the W series due to the cartridge SKU starting with a W.

This new generation of HP printers featured cartridges with unique, highly encrypted chip technology. Static Control diligently worked to engineer a solution. The result was the first-to-market cartridges which provide full functionality to end users.

“The opportunity for customers for these cartridges is tremendous over the next few years since these printers are expected to have a very high worldwide placement,” said Bonell.

Static Control’s plan goes beyond offering the most reliable products on the market. “To truly differentiate your business, it is the additional benefits of working with us that set us apart and where we will continue to focus in the years to come,” said Bonell.

More than Products

Static Control understands how to do business in this industry. “Customers do not want to carry large stocks due to supply timelines. Typically, they are looking for a one-to-two-day service delivered just in time, not sixteen weeks,” Bonell said. “We have invested heavily in our logistics around the world and offer next day or two-day shipping to 95 percent of the United States. We have similar shipping structures throughout Europe and other parts of the world.”

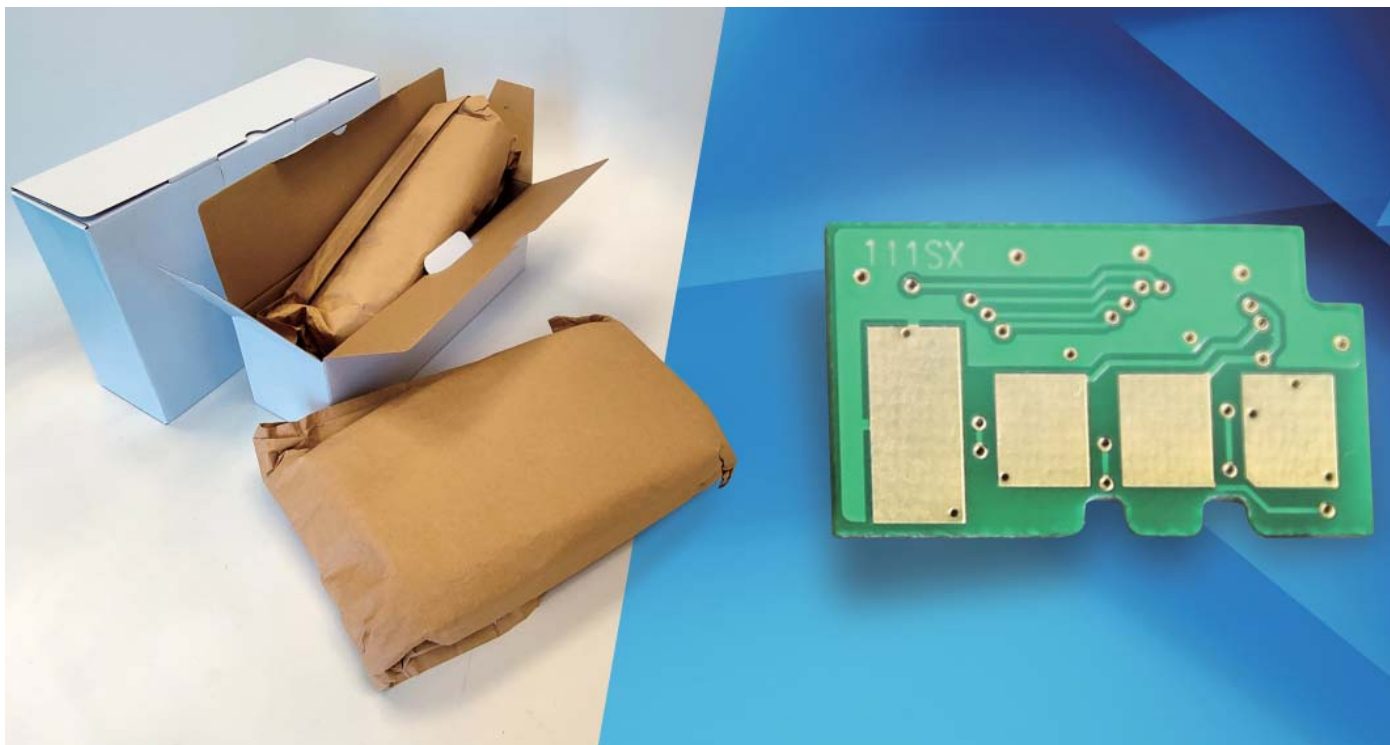
Another principal element is meeting the needs of a customer in their own language. “Customers want a unique and uncomplicated way to contact their sales representative. Static Control has the infrastructure for local support throughout the world. More than 20 languages are spoken throughout our offices, so customers can speak to a

representative in their own language to discuss their needs, any issues or ask questions without any language barrier.”

It is easy to imagine more legal issues for the industry in the years ahead. One way that OEMs have tried to fight off the aftermarket is in courtrooms around the world, and Static Control has the best record of success of combating this.

“Our in-house legal team will always conduct the due diligence necessary to make sure we offer the most IP-savvy solutions to the market,” said Bonell. In addition to offering products that are IP-considerate, the company ensures each product meets the applicable legal and environmental laws, rules, and regulations for where the product will be sold in the world.

More environmental regulations are anticipated, such as the strengthening of standards in Europe or establishing new laws in America, and Static Control is



Static Control knows that going green is an important option for customers and recently introduced a 100% plastic-free packaging solution. Also, the future holds more firmware updates that can potentially lock-out aftermarket chips and cartridges.

ready for whatever comes its way.

Bonell believes going green will be a big initiative in Europe and other markets in the coming years. “We have strengthened our position in several ways, like expanding our Nordic Swan line of toners, offering a 100 percent plastic-free packaging solution, and using recycled plastic for our cartridges. These are just a few of the many things we are doing as a company to ensure we not only satisfy any regulatory requirements, but also our customers.”

Another tool that OEMs will continue to use is firmware. “It is inevitable to have to deal with firmware,” Bonell said. “We are very proactive with educating our customers about updating their printer’s firmware, but this can only prevent some attacks.”

Static Control provides the industry’s most firmware-resistant chips to the aftermarket, and its cartridges are

installed with the same chip that remanufacturers have access to. Local support is also provided when reprogramming is required.

Team Player

The company has great credibility in the industry, not just because of its premium line of components and cartridges. Its strength lies in more than products, technical knowledge, IP history, or value add services. The biggest strength of Static Control is its employees.

“Our team has many years of experience and has deep knowledge of the aftermarket and our products,” said Bonell. “Our employees are hardworking, motivated and focused on meeting the needs of our customers.”

Static Control is committed to bringing the highest value products and services to the imaging aftermarket, by delivering award-winning, localized customer

support, global logistics, combined with a relentless pursuit of quality and unmatched expertise in cartridge and component research and development. It will continue to invest to provide products that create opportunities for its valued customers and are fully committed to this mission for the long term.

“We are excited for what the coming years will bring to the industry. Like it has always done, Static Control will continue to innovate and bring new toner solutions, components, and cartridges to the market, and we will do all this while providing premium service to our customers,” Bonell said enthusiastically.

As this industry continually changes, one thing is sure – Static Control will continue to lead the aftermarket to adapt and persevere. ■



Static Control®

THROUGH THE YEARS

1987

We open our doors in Sanford, NC supplying static-shielding bags.

1989

Static Control establishes an imaging division and offers products to the growing imaging aftermarket.



The 24-hour Static Control print lab opens its doors and the printing hasn't stopped since!

1992

Our European headquarters opens in Reading, United Kingdom.

1994

The first aftermarket chip is born! Static Control releases the first replacement chip for toner cartridges.

1999

Expanding worldwide: Static Control opens its Zhuhai, China office.

2009

A tornado tears through Sanford, NC, destroying Static Control's original global headquarters.

2011



35TH ANNIVERSARY



A new corporate headquarters space opens in less than a year!

2012



Static Control releases its first line of premium cartridges.

2014



Static Control officially becomes part of the Ninestar Group, the largest provider for the imaging aftermarket.

2015



Innovation continues at Static Control with the first-to-market launch of cartridges and components for the latest HP printers.

TODAY

**CHECK OUT
THE VIDEO**



Static Control Champion

Static Control Components, Inc. (SCC) has been an industry leader for the cartridge remanufacturing industry since it was founded 35 years ago. As the primary supplier of cartridge components to the remanufacturing industry, SCC was deeply invested in the protection and growth of the industry.

And invest it did.

It has been instrumental in setting industry precedents in the technological and legal

arenas. It was the first to directly take on an OEM in court, and many of its sacrifices kept the industry moving forward and were vital to its survival.

Strong Foundations Withstand OEM Threats

Ed Swartz was at the helm of the institution for the first 20 years, flanked by his two sons Bill and Michael. Ed was a smart, strong force of nature and a shrewd businessman. Between 1996 and 2005, SCC grew unit sales of OPC drums from less than 5,000 per year to more than



ol: Industry

 Tricia Judge

Judge has served as the Executive Director of the International Imaging Technology Council, a not-for-profit trade association serving imaging supplies remanufacturers and dealers for 20 years. Judge was the Executive Editor of *Recharger* magazine. A lawyer for 30 years, Judge also has litigation experience. Judge's work has been published in *Recharger*, and several other industry magazines, and has won critical acclaim for her writing and industry advocacy. She has assisted in the preparation of six friend-of-the-court briefs. Judge has presented the position of the industry to the U.S. International Trade Commission. She can be contacted by email at <tricia@i-itic.org>



10 million per year (according to industry analyst *Actionable Intelligence*). This made SCC the largest industry player by far.

As a result of SCC's premier position in the cartridge remanufacturing industry, founder Ed Swartz devoted himself to caring for his company and its customers. But Ed also had concern for non-customer remanufacturers and even his competitors through his support of the industry overall. SCC strongly supported the industry's publications, tradeshow, and regional events. In the mid-90s, cartridge remanufacturers had formed

regional trade associations. SCC supported them all, large and small.

During that time period, the largest threat to the industry was posed by the OEMs. HP, Canon, Epson, and Lexmark were huge multinational corporations with big budgets, and they saw cartridge remanufacturers as a threat to their lucrative supplies market. To help secure the aftermarket place's safety, and to protect their own technological achievements, SCC's legal department started filing patents on the products it designed.

This helped assure the doctrine that allows for cartridge remanufacturing – the right to repair – was strengthened. In particular, SCC's replacement mag rollers and PCRs required intellectual property protection. SCC wanted to tell the world, particularly the OEMs, that their devices did not infringe OEMs patents.

This came in handy a decade later when Canon would assert that they

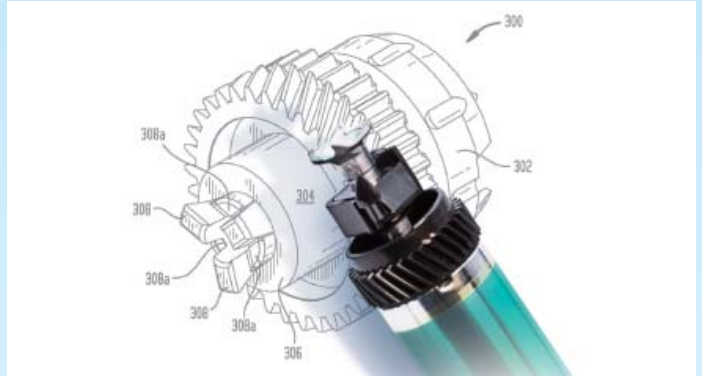
patented the whole process of remanufacturing.

In May 1997, Lexmark initiated its "Prebate" program, in which they persuaded the customer to buy a lesser-priced cartridge (the savings are the "prebate") in exchange for a promise to return the cartridge only to Lexmark and not to allow it to be remanufactured. Lexmark asserted that its patents were the underpinning for the validity of this so-called contract between consumers and Lexmark. Most retailers chose not to carry the more expensive non-prebate cartridge and most consumers were unaware at the time of purchase of the commitment they had made to Lexmark.

Although Lexmark cartridges comprised a small percentage of the marketplace, they were easier to remanufacture. The Prebate program, however, presented a perversion of intellectual property rights and contract law as a way to create a type of tying arrangement—an antitrust violation. The growing, but still fledgling, cartridge remanufacturing industry was suddenly under attack.

SCC immediately took part in, and heavily endowed, the grassroots efforts undertaken by the industry's associations to call out Lexmark. Remanufacturers in almost every developed country, and in all 50 states of the US, were galvanized to approach their elected





Skip London joins Bill and Michael Swartz on the steps of the US Supreme Court after a successful ruling after the long battle with Lexmark over prebate cartridges.

The Canon dongle gear lawsuit impacted many aftermarket supplier. SCC released its own patented workaround. Today, SCC General Counsel Beth McKee leads the in-house legal team with conducting legal due diligence for all its products.

officials and demand action against this anti-competitive, anti-environmental program.

Lobbying efforts were organized in the U.S. in several states. At each event, an SCC employee was available to help educate government officials. In New York and Texas, lobbyists were hired, and SCC underwrote their costs. Pro-remanufacturing legislation, and anti-restriction procurement measures, were passed in a dozen states. Many of these laws remain today.*

Supporting Professionalism and Innovation

In 2000, to assure that the cartridge remanufacturing industry had a trade association to protect it, the International Imaging Technology Council (Int'l ITC) was formed. SCC made the largest financial commitment to the new organization to get it launched. SCC remains an "Inner Circle" member of the Int'l ITC to this day.

At this time, microchips were introduced to

the cartridge industry. Although Xerox was the first to put chips on cartridges, Lexmark used chips made by Dallas Semiconductor to enforce the Prebate contract. Suddenly, if the printer detected a remanufactured cartridge, it would stop printing and display the message "invalid refill." A solution to the chip had to be found.

Pacific Office Solutions was the first aftermarket company to develop a chip for the remanufacturing industry in 2002. Ed Swartz decided SCC should develop its own chip solutions. SCC developed one that emulated the Dallas chip. Once again, SCC invested a princely sum into research and new-product development.

"The initial firmware controlling the Dallas chip was not very sophisticated," said Skip London, former legal counsel for SCC. "But a few months after the printer was introduced, new firmware was introduced and locked out aftermarket chips." The chip dilemma took SCC, and the industry, into

a new, complex arena. In August 2002, one of SCC's competitors wrote an article, published in Recharger Magazine, claiming that it would take thousands of years to crack the code in the chips. The next month, SCC cracked that code and introduced its first chip solution.

Lexmark Declares War

More trouble from Lexmark was brewing that year. In December 2002, Lexmark filed for copyrights on its chips. On New Year's Eve, Lexmark filed suit against SCC claiming copyright infringement and violations of the Digital Millennium Copyright Act (DMCA). Lexmark also sought an injunction precluding SCC from manufacturing any more chips. "Five days later, we were in a Lexington, Kentucky courtroom," London said. At that hearing, SCC lost on some copyright issues, so it was out of the Lexmark chip business from January until October, when the Sixth Circuit Court of Appeals ruled that the



There's no way an OEM would so openly promote its products as Single Use Only in 2022. How times change since Lexmark's Prebate program (photo taken in May 2000) which tried to kill off the remanufacturing industry.

injunction was improperly granted.

SCC eventually prevailed on the issues of infringement and DMCA violation. Subsequently, Lexmark sued SCC over its Prebate provisions claiming patent infringement. SCC counterclaimed on antitrust grounds. That battle waged on until June 2007, when the trial finally occurred. The jury found in favor of SCC, but the court also found in favor of Lexmark on some claims. An appeal ended with the jury verdict intact, but also a dismissal of some of SCC's anticompetitive claims. In 2011, the U.S. Supreme Court reinstated SCC's claims. In an ironic twist, Ninestar Corporation (previously Apex Technology Company, Ltd.) acquired SCC in 2015, and was part of a consortium that purchased Lexmark in 2017. SCC and Lexmark eventually settled the case.

The David-and-Goliath battle between SCC and Lexmark was epic, and costly. According to London, SCC expended US\$30

million dollars in the action. And SCC did not stop its efforts to stop Prebate at the Sixth Circuit. It filed a complaint with the European Union in 2002 and with the U.S. International Trade Commission (I.T.C.) regulatory claiming Lexmark was creating a monopoly with Prebate. Both of those efforts failed.

"SCC was the first company to take on Lexmark over Prebate in court," said Beth McKee, SCC's General Counsel.

Her predecessor concurs. "It was really an industry lawsuit," London said. "If Prebate were validated, all OEMs would be crazy not to follow suit."

Eventually, according to London, Lexmark decided they wanted a better case to pursue the validation of the Prebate patent license. The Sixth Circuit had not been particularly hospitable to their cause.

So, Lexmark sued Impression Products to set up an appeal to the Federal Circuit Court

of Appeals, a particularly friendly venue for those seeking to protect intellectual property rights. "SCC helped Impression Products prepare for that case," London said. "We also helped fund the U.S. Supreme Court appeal and win."

Canon Suits Up

Then Canon came knocking. In 2006, Canon sued several parties over infringement of its gears. These early lawsuits over its gears didn't include SCC as a defendant. "The early patents were easy to design around," London said. "Canon would then write new claims to cover SCC's workarounds. We invented a version that retracts into the drum. Canon then invented the dongle gear, with claims that its 'new' patent covered SCC's retractable dongle gear."

In 2018, Canon named SCC in a lawsuit over the dongle gear in civil court and an action with the U.S. I.T.C. SCC did not back down, as many defendants had. Instead, it



It took less than five months to rebuild and reopen a 174,000-square foot structure on the same site of the former distribution center destroyed by an E4 tornado on April 16 2011. The first picture reveals the tornado damage, and the second photo shows the new building in the identical location.

Employees actively lobbied with the Intl-ITC in Austin Texas in January 1999 to support new legislation to permit remanufacturing.

once again went to court to get the claim language interpreted. And once again, SCC prevailed. The U.S. I.T.C. found that Canon's patent claim language did not cover SCC's workaround. It was yet another big win for the industry, with SCC at the forefront of a long and expensive battle.

There were also smaller battles along the way, according to London. The entire industry feared what actions HP might take. "HP would file patents, and we'd design around them," London said. "HP had a choice to sue, but they chose not to sue, because some of our workarounds were ingenious but also ridiculous. For example, they patented their accurate ink gauge contained in the chip. We designed an inaccurate ink gauge, and they thought that was ridiculous, but didn't sue us."

These border skirmishes with HP—and other OEMs—allowed the industry to move forward with new technological advances without heavy legal expenses, while SCC

remained the OEMs number one target. "Crafting law was important to SCC," McKee said. "And it still is."

Recently, McKee and SCC led the charge to raise the standards for all remanufacturers in the EU when she successfully attacked the proposed voluntary agreement. The agreement would have benefited some remanufacturers to the exclusion of the others, an outcome that SCC saw as anticompetitive and unfair. The EU Commissioners agreed.

Aggressive Attacks

All these efforts by SCC defeated creative and aggressive attacks on the entire industry. Through the impressive shepherding of SCC's legal team, and the commitment of its owners, the right to repair doctrine was strengthened and efforts to impair that right were subverted.

The other accomplishment that SCC struggled to achieve didn't come from an opposing OEM or consortium.

It came from Mother Nature. On Saturday, April 16, 2011, a tornado swept through Sanford, North Carolina. While no one lost their lives, thankfully, it did serious damage to SCC's headquarters and nearby warehouses. The manufacturing plants were spared, but the damage was extensive. Some of SCC's chips ended up 50 miles away, and people were calling for days alerting SCC that their property was everywhere, including the SCC headquarters' flag, which ended up in another county.

On the day of the tornado, the management team immediately met at Ed Swartz's home to discuss the future of SCC. "What do we do? That was the question everyone was asking," London said. Bill and Michael Swartz, along with former operations manager Dale Lewis convinced Ed to rebuild. Bill really stepped up and got active with the recovery. He got into the warehouse with a structural engineer, where we couldn't go, and cleared out the warehouse. Bill lined up an alternate distribution center and we were



Static Control also focuses on philanthropy and employee appreciation. The company donates toys to the local Toys for Tots charity every year.

Another annual event is the ice cream social where executives serve ice cream to every employee.

back up and running in seven to ten days.”

Immediately after the tornado, SCC employees started showing up to work on that Sunday. According to Ed Swartz, all the employees left their homes that Sunday to help rebuild SCC. The SCC family is tight and proud, and they all pitched in to rebuild their company and their community. The new headquarters built thereafter was a testimony to that family. Sanford did not lose one of its largest employers and the industry did not lose its largest supplier, and champion.

It is that familial rapport that is now at the center of SCC, according to McKee. “We are focusing on the Static family,” she said. “We host an employee event every month, like Taco Tuesday and holiday parties. Since the pandemic, we are focused more on health and wellness. And we are devoted to more diversity.” SCC remains a mainstay in Sanford. It supports philanthropies, like the NC Zoo and the local Toys for Tots charity at Christmas.

After the pandemic, managers came in with donuts, water bottles and a personal “thank you” note from then-CEO Ken Lalley for the employees for those who were in the office and logistics center every day making sure SCC serviced its customers. Then the managers created a similar event to welcome back the remote office workers, also with a personal note from Lalley. During the pandemic, employees who tested positive were taken care of as their co-workers dropped off meals at their doorsteps. Now with everyone back in the office, the SCC staff enjoys those monthly events again.

Recently, they enjoyed a cookout with hamburgers and hot dogs, along with a cornhole tournament, much to the delight of employees. “We are looking for and finding fun and exciting ways for people to feel valued and appreciated,” McKee said. “We are a family.”

For 35 years, the SCC family has protected its business, its industry, and its community.

“Over the years, SCC has protected freedom of choice for the industry, touted its environmental benefits and provided solutions for its customers,” McKee said.

McKee is part of the Executive Management Committee that is leading Static Control through its next transition. This team is led by Vice President of International Sales Juan Carlos Bonell, and includes Chief Financial Officer Neil Head and Chief Operations Officer Morry Mao.

Ed Swartz, Bill Swartz, and Ken Lalley devoted their careers to the advancement of the cartridge remanufacturing industry. And with a cumulative 60 years of service at Static, the members of the executive management committee have done likewise. Another 35 years of this caliber of leadership would be greatly appreciated.

**For example, <https://law.onecle.com/texas/government/2155.445.html>. ■*

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A large, stylized screen with a blue border and four small white dots in each corner. It displays a grid of social media links with their respective icons and follower/view counts.

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 ID: RT Media Co., Ltd. 8,000+ seguidores	 ID: intouchnews 67,000+ video views
 ID: Recycling Times Media 22,000+ vistas de videos	 Chinese Toutiao App 76,000+ visitas anuales a la página
 WeChat ID: i3dpworld 60,000+ seguidores	 WeChat ID: irecyclingtimes 20,000+ seguidores

A small rectangular box with a black border. On the left is the TikTok logo. To its right is the text "ID: RT_RemaxWorld" and "1 billion monthly active users from 141 countries". On the right is a QR code. Below the QR code is the text "Scan and follow us!".

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Any questions, please contact: Cecile Zheng

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RT

5 QUESTIONS

Challenges and Opportunities Provide Focus

—Juan Carlos Bonell talks about Static Control's focus and future

How have market needs and demands changed over the past 35 years and how has Static Control (SCC) responded?

To be continuously successful, you must adapt your business over time to meet the needs of your customers. Static Control has a proven history of embracing this concept. We started by selling static shielding bags, and through the connections and relationships we made with our customers from the imaging industry, our representatives learned what other products would be helpful to our customers. In response, we opened the imaging division and continually released new products based on their needs and the evolving technologies of the industry. Every step of the way, we listened to our customers. Years ago, our customers asked for cartridges that delivered a higher level of performance than that which was currently available at the time. We evolved to meet their needs and now we are the only full-range supplier of both components and premium cartridges. We continue to have ongoing conversations with our customers to see what their businesses need to succeed.

What are SCC's key initiatives for 2022?

This year we have focused a lot on what we call the W series, which are the cartridges and component solutions used in the latest HP and Canon printers. We expect demand for this line of products to grow for years to come because the printer placement is high. We are always bringing modern technologies and lines of products to our customers based on their needs and requests. For instance, we have added more products to our copier/A3 line of products including some replacement Canon and Ricoh cartridges. Additionally, we have also updated our e-commerce platform

to make it easier for our customers to order online or submit a help request.

To what extent is SCC committed to remanufactured products and where might there be growth opportunity for this range of products?

We have a deep commitment to supporting remanufacturers globally. We feel remanufacturing is having a renaissance in Europe and emerging markets. Components have been the foundation of our company since the beginning, and we will continue to offer the best toners, chips, drums, blades and parts to the market. We are continually developing new system solutions. Our own remanufactured cartridges use the very same components we develop and sell. We offer a true one-stop solution for customers, so when they want to remanufacture the cartridge themselves, they have access to the same components. If they want to have the ease of buying an already remanufactured cartridge without having to find a core or learning how to disassemble and reassemble, we provide a premium, remanufactured solution. This way we offer our customers choices to decide what mix works best for their businesses.

In what ways was Ninestar's acquisition of the SCC an opportunity for growth?

Becoming a part of the Ninestar group led to increased production in our manufacturing facilities. It has also led to collaboration in research and development between our organizations, which has helped increase the speed to market for new products.

What areas of research and development is SCC currently engaged in and how does this contribute to the strengthening of the global aftermarket?

Research and development of the latest solutions is key for strengthening the aftermarket. Offering an alternative to the OEM that delivers optimal performance is one way that our customers can win new business. Our toner and component engineers are leading the way to develop the best components and at the same time, using that knowledge to provide the best cartridges in the industry. There is no other aftermarket supplier that approaches the cartridge like we do. We understand the electrophotographic process and the synchronicity between all the interior components that provide a premium level of printing performance.

It is how the OEMs create their own new products, and it is how we do too. ■



Juan Carlos Bonell, Vice President of International Sales, Static Control,
< juanb@SCC-INC.com >

Visionary Leadership

Ed Swartz was a true entrepreneur, a gifted engineer and a fearsome businessman. Born in Winston-Salem, N.C. in 1935, Swartz graduated as an engineer from Georgia Tech. He started a recycling business in Sanford, N.C., when he was in his 20s. In the 1970s, he sold his business and retired, but retirement didn't suit him.

In 1986, Ed came out of retirement and founded Static Control Components, Inc. Static Control first began manufacturing static shielding products in the Swartz basement, assembling products on his ping pong table.

In 1994, Swartz partnered with Mitsubishi Chemical to create the North American remanufacturing industry's main supplier of drums, toners, chips, and other critical raw materials. Between 1996 and 2005, Static Control grew unit sales of OPC drums from fewer than 5,000 per year to more than 10 million and its total annual revenue was estimated to be \$300 million.

As CEO of Static Control, Ed Swartz set the gold standard for fair competition between OEMs and legitimate aftermarket players in the cartridge remanufacturing industry. Swartz had the innovative skills to design around OEM patents and the legendary courage to challenge and often defeat them in court.

Swartz' strength, honesty, and commitment to product quality and innovation touched each and every person and company in the imaging supplies industry, whether they ever met him personally or never even knew him. A man of courage, he accepted every challenge the industry thrust upon him, often dedicating millions in legal fees to defeat a weak or invalid patent, or an industry-threatening marketing campaign.

Swartz was instrumental in deciphering the first encrypted smart chips by hiring a team of engineers, scientists and mathematicians. He supported every industry initiative with all his resources, including tradeshows, standardized testing development and trade associations. Even a tornado that ripped through Sanford couldn't stop him. Swartz was a builder. Sadly, Swartz passed away in 2013 but his legacy lives on through the continued success of Static Control.

Above all else, Swartz stood up for cartridge remanufacturing, protecting thousands of jobs and careers. He also sheltered many of the recharging businesses that were his customers by finding a workaround, non-infringing solution to an OEM patent. Ed Swartz can be credited for much of the growth of the cartridge remanufacturing industry.



Ed Swartz

Dr. John Wyhof was known for his industry leadership in technical product and standardized testing development. By bringing his substantial pedigree – and Ph.D. in Physics – to Static Control and the imaging supplies aftermarket, it became a serious industry with real science behind it.

Wyhof was born in New York, N.Y. in 1943. He graduated from Middlebury College in 1965 and earned his master's and doctorate in physics from Oklahoma State University in 1967 and 1970 respectively.

He entered the imaging supplies industry with his tenure at Dataproducts, a California-based manufacturer of computer peripherals. As the remanufacturing industry was starting to explode, Ed Swartz saw an opportunity in Wyhof and brought him in as technical director.

Wyhof set a new standard for excellence at SCC and helped elevate the company to its leadership role. He insisted on excellence in the development of components. He expected excellence from himself, and he demanded it from others. As a result, he became an industry guru.

The author of several patents, industry standards and test measures, he was an expert in his field of reprographics, specializing in copiers, toners and ink. He took his academic and field experience to the ASTM committee F05 on Business Imaging Products. He served on that committee for decades, and swiftly rose to be its committee chairman.

The work of the F05 committee is serious and can be grueling. The committee drafted and passed test methods that were used in business applications of printing. The committee embraced toner, ink and other imaging applications, and members included both aftermarket and OEM representatives.

Wyhof took his leadership of the committee very seriously. He was profoundly adept at finding the weakness in an argument or idea, but was very kind in the way he shared that knowledge. In 2005, he received the Outstanding Chairman award from ASTM. These awards are not conferred indiscriminately. STMC was born of the work of the ASTM committee and is still the accepted testing protocol for the industry.

Wyhof demanded excellence from his industry, and made those within his circle strive for excellence as well. He was also an avid cyclist and explored the world on bikes. He loved exploring new places with the true loves of his life, his wife Nancy Lou, and his daughters Karen and Rebecca. Sadly, he passed away in 2018.



Dr. John Wyhof

Ship Drives Success

William “Skip” London served as Static Control’s general counsel for more than two decades. He was at the forefront of every major legal effort mounted by the industry, providing excellent leadership and insight, often behind the scenes. When SCC took a risk, or took on an OEM, usually to the benefit of the overall industry, Skip was at the heart of the effort.

London graduated from Dartmouth College in New Hampshire in 1979, and from

University of North Carolina School of Law in 1982. During his legal career, London was admitted to the bars of the United States Supreme Court, the 4th U.S. Circuit Court of Appeals, the 6th U.S. Circuit Court of Appeals, the 11th U.S. Circuit Court of Appeals, the Supreme Court of Florida, the Supreme Court of North Carolina and numerous federal District Courts.

In 1991, and while a partner at the Durham, North Carolina, law firm of Moore and Van Allen, London encountered Ed Swartz and gained him, and Static Control, as a client. London joined Static Control as in-house general counsel in 1997.

That same year, Lexmark announced its “prebate” program, which was a threat to the entire industry if left unchallenged. Static Control, and London, rose to challenge it. Skip’s command of the industry’s many complicated legal issues led to many legal victories for Static Control, but from which the industry also benefited. He is an industry pioneer and one of its leading advocates, who has always been there when the industry needed him and his razor-sharp legal mind.

In 2018, he received the Diamond Pioneering Award at the RT Media Global Industry Awards Ceremony held at the Remaxworld Expo show in Zhuhai, China. The award was given to him in recognition of his continual fight for the aftermarket in courthouses around the world.

London served on the board of directors of Static Control from 1997 to 2020, when he retired. He also served as a member of the Durham City Council from 1991 to 1995, and served on various non-profit boards of directors.

For almost thirty years, London worked tirelessly as an advocate for the imaging industry aftermarket. He continued that legacy of service within his community and throughout the industry, going well above and beyond serving just Static Control.



Skip London

Static Control’s most recent CEO led the company down new paths and dramatically changed the company culture. In 2018, Ken Lalley was called upon by the new owners of Static Control to take the helm and build back the company by creating a strong team and clearly defining goals.

Lalley started his career in retail sales as a trainee manager and was quickly promoted to assistant manager. Then he joined TBS Cygma PLC, where he worked as sales director. His career rocketed in that position, as he helped several businesses gain revenue and build new relationships.

He joined Banner Business Supplies as the new business development manager of key accounts, making his move toward our industry. After that, he moved into the imaging supplies industry at Afic for five years, where he again rose to the position of sales director.

In 2005, Lalley began his career at Static Control Europe as general sales manager, where he thrived and produced continual year-over-year growth in every position he held. Lalley became managing director of Static Control’s European operations in 2014, where he implemented sales initiatives, strategic planning and company-wide key performance indicators.

In September 2018, Lalley accepted the position of CEO of Static Control’s global operations. He accomplished many things in his time as CEO. Lalley was charged with creating a new strategy and direction for Static Control, and to transition them to also selling finished cartridges to key B2B accounts. His experience and guidance led the company into a new chapter of success and profitability.

Lalley improved internal communication within the company, which led to increased efficiency and boosted productivity. He invested heavily in updating the technology stack and navigated the company throughout the rocky COVID-19 pandemic. Most importantly, he fostered a company culture of employee appreciation and respect that helped reset the tone of the business.

In 2022, Lalley left Static Control, and is currently focused on this life with his wife Glenis and sons Jack and Joseph in the UK. There, he is also coaching and managing football teams for disadvantaged and special needs children in the South Cheshire Youth League.



Ken Lalley



Static Control®

Congratulations Static Control Components on your 35th anniversary. Thank you for being a founding member and an ongoing Inner Circle member of the Int'l ITC.



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5 QUESTIONS

Tricia Judge Asks General Counsel Beth McKee about the Future

For 35 years, Static Control has addressed the industry's legal issues head on. Do you see this legacy continuing?

Absolutely! Of course, we are going to continue that legacy. Static Control will continue to fight for the aftermarket, consumer choice and ensure that OEMs do not overstep and lockout that choice, whether that is through firmware or through anti-competitive practices.

What are the OEMs doing right now that has caught Static Control's attention?

You have the firmware issues and you have some of the anti-competitive practices that have been highlighted in the recent actions in the EU and the decision to regulate by the European Commission.

With the EUVA, you saw the OEMs trying to block out the aftermarket by restricting competition. Static Control was active in writing letters and fighting for all the component suppliers and remanufacturers throughout Europe who stood to lose if the European Commission had accepted the proposed Voluntary Agreement.

It used to be that a firmware update was released, and consumers had to accept the terms and actively update their printers. Now, you have firmware that is delivered without notice. You have firmware that is on the chip on the cartridge that, when installed, updates the firmware on the printer.

HP's firmware updates are raising legal issues — and ire — with the aftermarket and consumers. What is Static Control doing for them?

Consumers are pushing back, and you see that in the class action lawsuits. What Static Control is doing is saying, “do not update your printer firmware!” All the OEM messaging says you must update your printer firmware under the guise of security issues. Static Control is saying you do not have to do that, as we have said for many years.

HP claims consumers are given fair warning of the potential problems with firmware and third-party imaging supplies through its disclosures on its packaging and online. What are your thoughts on that position?

Yes, OEMs claim that they give enough fair warning to consumers, but what has been shown is that consumers do not always understand (or even read) the terms in end user license agreements (EULA). People think that they buy an item and then it is theirs, and then they can use it however they see fit.

Also, it is interesting when OEMs' environmental policies are juxtaposed with their stance on firmware. This undermines their stated policy initiatives. Firmware that locks out the consumer's ability to use aftermarket cartridges creates waste. The consumers now have cartridges that they can no longer consume or use.

Additionally, many of those aftermarket cartridges are remanufactured, so they are preventing a green-friendly alternative cartridge that was originally an OEM cartridge and supports a circular economy, from being used. How is that better for society and the environment?

Because of the chip shortage, Canon has been sending out cartridges without chips with instructions that they were perfectly good without the chips. Does this destroy their argument that the chips are employed on cartridges for a “legitimate” purpose?

Yes, absolutely. It's difficult for an OEM to say that chips and firmware updates are required for safety and security, and then sell cartridges that do not have a chip.

Static Control has heard some customer frustration with the OEM regarding these unchipped cartridges, especially in MPS environments where they rely on the chip to report accurate page yields. These MPS clients now must add a manual process to get the needed information and that costs time and resources. Some have turned to Static Control looking for a complete cartridge solution so that they can get back

to an OEM-like experience in performance and page yield. ■



Elizabeth McKee, General Counsel at Static Control, <bethm@scc-inc.com>

IN MY VIEW

What is your view of SCC as one of its longest serving employees?



Static Control – Sanford Office

Audrey Ammons

Shipping Lead
Static Control's longest serving employee worldwide

I'm very thankful to have worked with Static Control for 30 years. I started out on the production line and moved into various roles throughout the years including machine operator, and quality control. I'm currently in inventory control. I have worked with a lot of hard-working and dedicated people throughout the years.



Static Control – Sanford Office

Angela Jackson

Travel Coordinator

I have so many memories from my 26 years at Static Control. We're like family. We have mourned the loss of co-workers, celebrated marriages, loved the new babies and pulled together when it counted most. We survived a tornado and came back to start shipping to our customers. We argue like siblings and laugh like lifelong friends. Isn't that what makes a family?



Static Control – Sanford Office

Denise Bost

HR Director

I'm thankful to have worked here for almost 30 years. I started in the order administration department and then moved to the human resources about two years later. I've worked with some wonderful people over the years. The employees are dedicated to the customers, care about their jobs and most importantly, care about each other. Here's to many more years of being a part of the local community!

Meet The Running



Juan Carlos Bonell
– Chairman

Title: VP of International Sales

Time with Static Control: 16 years

Education: Industrial Engineer, Universidad de Los Andes, Colombia; M.B.A., University of North Carolina, Chapel Hill.

Juan Carlos Bonell's experience in the imaging industry is unique. His relationship with Static Control began as a customer, while serving as General Manager of Componentes de Colombia. At the heart of Static Control is the customer, and Bonell never forgets that.

"My experience as a customer gave me true insight that Static Control does everything possible to help businesses around the world grow their imaging business. It has continually evolved to meeting the needs of the industry and will continue to do so for years to come. The product catalogue has continued to expand to ensure people have what they need to be profitable."

Bonell joined Static, initially as an account executive for the Mexican market, eventually rising in the ranks to become the vice president of international sales, where his team have been responsible for sales and growth for Latin America, the Middle East, Eastern Europe, and other regions of the world.

"Static Control is a great company with dedicated and hard-working employees always willing to improve and support the company operations. I am fortunate to work with such a group of enthusiastic people and I am sure Static Control will continue to provide the premium products that businesses have relied on for more than three decades," he said.

In his spare time, Bonell enjoys spending time with his wife and their three children, along with his furry child, a golden retriever.

e Team g SCC



Elizabeth McKee

Title: General Counsel

Time with Static Control: 17 years

Education: Bachelor of Arts in International Relations, Political Science at Mary Baldwin College, and a Juris Doctor (Doctor of Law) from Syracuse University.

Elizabeth McKee has played an integral role in Static Control's landmark cases, including those involving Lexmark and Canon. She was eager to come to Static Control, initially starting out as the associate general counsel for the company. "I was excited to be joining such a talented team tackling relevant and diverse legal issues," she said. "Static Control was actively involved in complex litigation cases, in addition to those involving intellectual property, contract, corporate, employment, and business law matters." She was promoted to general counsel in 2019.

McKee is passionate for the aftermarket and continues to defend its rights at every opportunity. "We do not just fight in the courts, but also by lobbying for fair state and federal laws in the United States, advocating for fair and reasonable regulations in the European Union and United Kingdom, and through grassroots efforts together with industry trade associations. We believe it is our privilege and duty to stand up not just for Static Control, but for the entire aftermarket and consumers."

In addition to her work with Static Control, she also sits on the Council of the North Carolina Bar Association Corporate Counsel and serves as the secretary. In her spare time, she spends time with her two daughters, affectionately referred to collectively as 'the reds.'



Static Control – Sanford Office

Kim Barnes

Quality Control Receiving

I'm grateful to have worked in the quality control department for 28 years. There has been growth, a build back after the tornado, and slow times, but we keep moving forward. I enjoy a great working environment and working with some smart, intelligent, and funny people. I wish for much success for the future of Static Control.



Static Control – Sanford Office

Renee Haire

Customer Financial Services Manager

I've been an employee for 27 years. I enjoy establishing policies and procedures to mutually build success for Static Control and our customers. The best part of my job has been building relationships with our customers while working in an environment that builds a strong team structure. Some days can be daunting, but every day is also extremely rewarding. It takes team effort, and there's no better team than Static Control.



Static Control Europe – Reading, UK Office

Vivienne Everton

New Product Manager
Static Control Europe's longest serving employee

I've worked at Static for 28 years—a long time, but it's gone by so quickly! In my various roles, departments, buildings, and desks, I've watched the company and the aftermarket industry grow beyond recognition. I mostly enjoyed travelling on roadshows and meeting with customers. These days, I'm mostly at the office, keeping up to date with the latest products and supporting the sales teams. It's always been interesting and engaging.

IN MY VIEW

What is your view of SCC as one of its longest serving employees?



Static Control Europe
– Reading, UK Office

Willy Russell
Senior Warehouse Assistant

When I first joined the company there were 10 people in the warehouse and we only worked with boxes as we did not have pallets. We did everything manually on paper and we were working from a different warehouse. A lot has changed, but what hasn't changed is my enjoyment of working with people.



Static Control Europe
– Reading, UK Office

Sharon Davies
Operations Development Manager

I joined Static in their offices at Reading, England in 1994. It was an industry I had never heard of before. We never accepted complacency, and we had to adapt quickly. Every challenge was an opportunity: there was no mountain too high to climb. It was exciting. In 2003, I met the Queen and Duke of Edinburgh at Buckingham Palace as part of the SCC team receiving the Queens Award for International Trade—a memorable, lifetime experience. There have been challenges too—Brexit and COVID-19—but I'm glad I found Static, or was it that Static found me?



Static Control Europe
– Reading, UK Office

Tiziana Corbino
Sales Executive Italy

I've spent 23 years at Static Control—almost half of my life—and it's become my second family. It's always been extremely challenging and motivating, and a source of inspiration for its employees. My colleagues and managers are the best. I sincerely can't wait for the new adventures and challenges that the future will bring us as a leader in our marketplace. Thank you, Static Control, for making me who I am!



Neil Head

Title: Chief Financial Officer

Time with Static Control: 20 years

Education: B.A. in Accounting, FCA Fellow of the Institute of Chartered Accounts in England and Wales.

In his 20 years with Static Control, Neil Head has worn many hats, including his roles as finance manager, financial controller and now as chief financial officer of the company. As CFO, Head provides substantial input into the company's structure, money management and long-term business strategy.

But it is more than just the numbers for Head. "Working for a truly multicultural and diverse company has allowed me to meet and work with colleagues from at least 20 different nations," he said.

Head is excited for what the future will bring to Static Control. "We are in a unique position as a supplier to the imaging aftermarket. We are a global company, but we also have local reach. We are deeply committed to providing local support and customer service throughout Europe and the world."

Based out of the Reading, UK, office, Head played a significant role during the acquisition in 2015 and has helped introduce global initiatives to update the company's technical and financial infrastructure.

In his spare time, Head enjoys gardening and golfing.



Morry Mao

Title: Chief Operational Officer

Time with Static Control: 7 years

Education: Bachelor's degree in industrial automation from the College of Electrical and Information Engineering, Zhengzhou University of Technology.

As chief operation officer of Static Control, Morry Mao oversees operational policies and procedures, day-to-day operations and helps with planning company initiatives and efficiencies.

Mao has 20+ years of working with the Ninestar Group in a wide range of positions. Her experience in engineering, operations and logistics gives her a unique perspective of how the business works from top to bottom. She joined Static Control in 2015 shortly after the acquisition.

Based in Static Control's Zhuhai office, she has been instrumental in streamlining company processes and creating better efficiencies within the organization. Mao also plays a key role in communication within the Ninestar organization.

"I'm happy to be part of the Static Control family and to help to continue to grow the business for years to come," said Mao.

In her spare time, Mao enjoys spending time with her family. ■



HAVE YOU CHECKED OUT STATIC CONTROL'S CUSTOMER PORTAL?



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- In-depth product details
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35TH ANNIVERSARY



Static Control wants to thank all our many customers, vendors and supporters for the last 35 years. Together, all of us have helped shape the imaging aftermarket to what it is today. We look forward to working with you for many years to come and are excited for what the future will bring!

