

Hello,

In this very first edition of Greenman's Montly Press, we will introduce our Key Account Manager Sarah Freed, tell you a little bit about the Swedish annual Day of Recycling and a little bit of this and that which we hope you might enjoy. Our wish is that you will find something helpful, something fun and get to know the crew at Greenman a little bit better.



Greenmans Monthly Press

Latest news and other goodies



The Annual Day of Recycling.

On September 29th for the 15th year in a row the Annual Day of Recycling is celebrated.

The company Renova started the Day together with 11 Westcoast cities in Sweden.

Accoring to a survey made by the Swedish Television in 2020 it can differ up to 300 kg on the "annual" wastebasket in a swedish household depending on where you live. The inhabitants of Övertorneo are best at recycling their waste, leaving as little as possible in the actual combustibile waste. Only 109 kg per person and year. In Strömstad, on the westcoast where at the bottom of this survey with an annual wastebasket of 408kg. It's very likely that the city very popular among tourists in the summer has a disadvantage of how the tourists recycle or do not recycle their waste compared to the all year around citizens. The average annual wastebasket in Sweden weighs 218kg per person.



In 2020 the Swedish market got 1,4 million tonnes of packaging-material for all sorts of goods. Arund 60% of those were recycled!

In Sweden we are best at recycling glas, deposit cans and plastic PET bottles.

Those packaging-materials that do not go to recycling is instead mostly left in the wastebasket and is used in energy recovery.

Source: <https://www.svt.se/nyheter/inrikes/sa-mycket-sopor-slanger-vi-varje-ar>



20 years with the company

A "quick stop" before studying

It's been 20 years since Jenny started working at Greenman. The plan was to work for a while before getting into college or university, however time flies when you are having fun!

- I first started the recycling scheme we have for used toners and inkjets, then I started at customerservice but I did not want to go into sales at the time. Eventually the whole customercontact, getting to know our customers and their businesses, how to help grow their business with our products and the sustainability-aspect of it is great. Sales and marketing is so much fun!

Today Jenny is the salesmanager at Greenman and spends her days on the phone with customers, on visits at site, fighting the inbox and supporting customerservice and our KAM Sarah.

Jenny says: To all of you whom I've met so far on this journey, you have challenged me, helped me grow, entertained me and all of you have made me enjoy my days at Greenman very much.

So thank you thank you thank you!! ♡♡♡

Updated firmware

HP has once again released updates on firmware this time for their printers using inkjets no 908 and no 958.

- HP 908 - Firmware Version 008.2224b
- HP 958 - Firmware Version 008.2226A

These updates are not automatic! The user has to install these manually on the printer, usually this means fewer issues than comparing with an automatic update like we have had before.

If the ink-cartridge is installed in the printer whilst the firmware update is made the printer and cartridge will work fine. However once the firmware-update is made the remanufactured inkjets will no longer work.

A re-installment of the old firmware, called a degrading of firmware, might work if the enduser wishes to be able to use our inkjets again.

Please make sure to tell your customers about this to prevent them from the upgrade if they want to be able to use our products..



A few words from our CEO Jörgen

Keep using your old printer instead of buying a new one

In western Europe printers are usually only used about 30-40% of it's calculated lifetime.

Who would scrap their new car after only 70 000 km?

When Iphone 2 was released many of the Iphone 1 users switched out their phones for the newer edition. The same happened when Iphone 3,4, 5 and 6 came out. It was understandable in the beginning because the newer models were so much better i.e battery capacity, camera etc.

Nowadays fewer people scrap their iPhones after 2-3 years because the new iPhones upgrade is usually not worth the cost, considering what you get extra

with the newest version.

The same thing can be applied to printers.

Why should you change a printer that is only 3-4 years old?

Usually you will not get any money for your old printer when you buy a new one.

You pay for the new printer either for the printer itself or maybe a cost per print.

A brand new printer version often only has original toners on the market and they are more expensive.

By keeping the printer additional years your customer will:

- Save money since they do not need to pay for a new printer.
- Act in a sustainable manner since they are using the printer they have longer.
- Be able to keep using environmentally friendly toners and can print sustainably.
- Save money since they can keep buying the environmentally friendly toners at a lower price.

You as a reseller

- Yes, you lose some profit on the printer.
- However, can keep selling the environmentally friendly toners which usually gives you better margins.

Help your customer save money and act sustainably. The past few years many printer manufacturer have had some trouble delivering especially A4 printers leading to the above way of thinking has already been applied. – which benefits you as a reseller, your customer and the environment.

In the new world we are living in with all that is going on resulting in extreme price increases on pretty much everything we use, the need to oversee costs and save money is going to be very big.

This is the perfect time to convert the sales you have on OEM/original toners to Greenman eco originals.

Sarah Freed - Key Account Manager

Did you know that...

Sarah just turned 42, born in Gothenburg but lives in a house in Mölndal since 10 years with her husband and two kids. Her son is a trained ski coach and is a seasonal worker in Orsa Grönklint. Her daughter is in her second year in gymnasium and is studying to be a hair & make-up stylist.

Sarah and her husband have a past within the restaurant industry and that's how they met. One of their main interests are (no major chock there) good food and beverages.

Sarah enjoys the sporadical trainingssession 😊 She likes the woods and when it's season for it loves to go chanterelle-picking. Spending qualitytime with her family is very precious to her.

To make Sarah feel really good she also spends time with her friends during a walk, a dinner, spa-trips or just chatting over a glas of bubbly!

The fact that she really likes to meet people and socialize is the major reason she enjoys her days as a Key Account Manager



Important information

During a short time we will be sending out some of our toners in a box with a different shade of grey.

When the boxes landed in our warehouse it turned out that the printer had used the wrong colorcode. It's not a very big discrepancy and the boxes will be used within a few months. Considering our focus on sustainability it did not feel defensible to send them to recycling without being used.

We are hoping for your patience and understanding that things are a little bit different for a while. att saker och ting är lite annorlunda under en period.

Thank you for that!

Five quick ones with Sarah

1. Your best tip to feel good?

Spend time with family and friends.

2. Your latest text?

Booked a date with an old college going for a glass of wine.

3. What is best at Greenman?

My colleagues and the environmental aspect of what we do.

4. What can you not live without?

Bubbly!! 🍷

5. What do you do on your free time?

I enjoy life and have as much fun as I can.

Hello again,

How lovely that you made it to the very end of this newsletter.

*Remember that our job is to make your job, when it comes to selling consumables for printers, easier,
more sustainable and more profitable!*

*if there is something you are missing in our assortment please send us an email to info@greenman.se
and we will do our best to add the products you need.*

*If you have any, we would love to get some feedback regarding this newsletter, please email the address
above and we are hope you had a nice weekend and that fall started in the best way possible for you! 😊*

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Avanmälan