

GERON, SLOVAKIA

THINKING AND WORKING DIFFERENTLY

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RechargEast Magazine organized a number of events in Central Europe in 2006-2008. Our magazine organized an educational seminar in Prague, an in-expo seminar in Brno, an educational event in Bratislava and, finally, a trade show in Prague. At these events in the Czech Republic and Slovakia we met eng. Ivan Juricek, the head of a dynamic company active in the aftermarket of imaging supplies in Slovakia. We happened to meet Mr. Juricek at other industry events as well, and, every time we had time to talk, we exchanged news about the industry and market in the world and in the region. This time we visited Geron and had a more detailed talk with Mr. Juricek about his company, its perspectives and plans as well as its daily work. In this issue of the magazine we would like to share this insightful interview with Ivan Juricek.

RechargEast: Mr. Juricek, how do you convince your client about the benefits in buying a remanufactured cartridge?

Mr. Juricek: First of all, Geron is a distributor of toner cartridge components for the remanufacturing industry and toner cartridge remanufacturers. We have been working in this market for 15 years now. Our customers' trust and satisfaction are the main indicators of our success. So, we do provide high-quality products and services. This is why our company gives an absolute guarantee for any damage to a consumer's printer and stipulates it in a contractual guarantee against any damage to the printer from the use of our remanufactured cartridges. Geron is ready to reimburse the cost of the repairs in full during the warranty and post warranty periods. In case we face complaints, we deal with them in an accelerated manner contributing to the return of the defective product and



eng. Ivan Juricek, the head of Geron s.r.o.

exchanging for another one, if available. Or else, we refund the full amount, or repair the device within 1-3 working days. Overall, the number of complaints about the Geron cartridges is less than 1%, which is a very good indicator of our high-quality products.

RechargEast: Do you brand your products?

Mr. Juricek: We are one of the two local distributors of the Polish brand Visiotech. We are also quite proud with our own brand G4JET.

RechargEast: What would the main products you distribute be?

Mr. Juricek: Our main products are basic components like toner powder, OPCs, PCR, MGRs, Blades, chips to be used in a wide range of toner cartridges. We are mainly focused on components for laser color cartridges.

RechargEast: Would you tell us which of your products have the greatest demand?

Mr. Juricek: We have the greatest demand for toner powders and toner chips due to their high quality combined with the competitive prices.

RechargEast: How many cartridges do you supply monthly onto the market?

Mr. Juricek: Our main activity is toner components distribution and we sell approx. 10 000 toner chips monthly. All distributed components



are continuously tested in our own production and the best quality components are sold under our own brand G4JET. As to the cartridges, our monthly sales are 2000 – 2500 pieces with a tendency to grow.

RechargEast: What do you consider as your best achievement so far?

Mr. Juricek: We consider that our long-lasting cooperation with the best worldwide producers of toner components is our best achievement so far. With this cooperation, we are sure we are able to deliver the best quality components today, tomorrow, in the future.

RechargEast: Would you be able to name your most reliable partners if it is possible?

Mr. Juricek: I would rather not group or classify our partners, but just summarize that we appreciate and trust

our customers, monitor regularly the balance of trade with each of them. We believe it to be important to offer customers high quality products because we believe that quality leads to general customer satisfaction. We strive to create mutually beneficial partnerships with our partners and clients by offering the highest possible standards of services.

RechargEast: Have you already integrated a quality control management at your company?

Mr. Juricek: Yes, we integrated an ISO9001 quality control management system, which allows us to deliver on our promise for high-quality products at reasonable and competitive prices.

RechargEast: What kind of bonuses can your loyal customers expect from you?

Mr. Juricek: Our loyal customers can expect professional technical support and better prices. In cases of purchase of new office printing/copying equipment, we elaborate on the request of the offer based on the real needs of the customer. When we talk specific models of printers, fax machines or copiers, we offer detailed calculations of all costs depending on various parameters (e.g. foreground color, printing speed, type of printing media (ink, laser toner, ribbon, thermo)).

RechargEast: Where is your major market now? What are your future plans in that respect?

Mr. Juricek: At present, Slovakia is still our main market. But our vision is to become one of the 3 biggest distributors in Europe within next 3 years. Our newly created brand G4JET



embodies the best of the best in toner cartridge components industry.

RechargEast: When we refer to the Slovakian aftermarket of printing supplies, how would you characterize it?

Mr. Juricek: Slovakia is a small country with a population of 5 million. It's a small market for a big business, but a big market for good experiences regarding toner cartridge remanufacturing. There is a big quantity of small and middle-size remanufacturing companies there. They offer important feedback for our products using our components in various production conditions.

RechargEast: What's the company's major success over the last few year?

Mr. Juricek: Our major success over the last 3 years is clearly the start of cooperation with the biggest Asian producers of toner cartridge components like MGRs, PCR's, blades, and chips. Asian producers are the biggest suppliers worldwide; they can offer high quality, very good prices and good technical support. Not all of them, but ours for sure.

RechargEast: How do you assess your advantages over your competitors?

Mr. Juricek: Our advantages are our skilled staff, our precision with the orders we have, no-error approach, continuously tested quality in our own production, and the G4JET brand with the best quality components.

RechargEast: In your opinion what is the most difficult problem in this industry?

Mr. Juricek: Clients always ask for "high quality ... quickly ... cheaply". It's hard to fulfill these three requirements all at once. We tell them: "You can get a combination of 2 requirements only, the third one is hard to fulfill when combined with the other two".



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RechargEast:
Mr. Juricek, thank you for this frank interview.

