



## Press Release

### **J.D. Power Asia Pacific Reports:**

### **Lenovo Ranks Highest in Customer Satisfaction with Ink Jet Printers in China; Canon and Hewlett-Packard Tie to Rank Highest Among Laser Printer Manufacturers**

**TOKYO: 26 January 2007** — Lenovo ranks highest in customer satisfaction with ink jet printers, while Canon and Hewlett-Packard rank highest in a tie for satisfaction with laser printers, according to the J.D. Power Asia Pacific 2006 China Printer Satisfaction Study<sup>SM</sup> released today.

Based on responses from business users in three major cities—Beijing, Shanghai and Guangzhou—the inaugural study measures customer satisfaction with office printers in two segments: ink jet and laser. Within each segment, three factors contribute to overall satisfaction. In order of importance, they are:

- Ink jet printer segment: sales (43%); maintenance services (31%); and product (26%)
- Laser printer segment: maintenance services (42%); sales (42%); and product (17%)

Lenovo ranks highest in the ink jet printer segment, with a score of 720 points on a 1,000-point scale, receiving the highest ratings from customers in all factors. Lenovo performs particularly well in inquiry handling, appropriate reporting after maintenance and repair, and frequency of problems. Hewlett-Packard follows with an index score of 708 points.

Canon and Hewlett-Packard rank highest in a tie in the laser printer segment with 721 points each. Canon receives the highest ratings in the maintenance services factor, while Hewlett-Packard performs particularly well in the product factor. Epson follows Canon and Hewlett-Packard in the rankings with 718 index points, performing particularly well in the sales factor.

The study finds that the ownership ratio of ink jet printers (70%) is higher than that of laser printers (60%) in the three major Chinese cities. Although the majority of offices currently own ink jet printers, 60 percent of offices expressed interest in purchasing laser printers, compared to 30 percent that would like to purchase ink jet printers.

“In general, laser printers tend to be more advanced as far as efficiency and speed, which in turn promotes office productivity,” said Yukinobu Sato, general manager of industry research at J.D. Power Asia Pacific.

While some offices own more than one printer brand, more than 60 percent that use ink jet printers own Hewlett-Packard products. Hewlett-Packard has the highest ownership ratio in Beijing and Shanghai. Canon, which has the highest share of ownership in Guangzhou, accounts for 40 percent of office inkjet printers.

Additionally, 70 percent of offices that use laser printers own a Hewlett-Packard product, which has the highest ownership ratio in all three cities.

Within the ink jet and laser printer segments, the study also finds that nearly 30 percent of offices have acquired printers for the first time. Further, nearly 15 percent have acquired printers as a replacement and more than 50 percent have acquired an additional printer.

Seventy percent of owners report that they selected their printer based on brand recognition. Conversely, 40 percent of owners cite the ease of operation and perceptions about the reliability of the manufacturer as top reasons for selecting a particular brand.

“While brand perception plays a critical role in selecting a printer, the sales process can also greatly impact customers’ overall satisfaction with their office printers,” said Sato. “The gap in satisfaction with both laser and ink jet printers is considerably large when it comes to sales and maintenance service. The difference is particularly evident in the timing between ordering and delivering the product, billing processes and the frequency of sales representative contact. To increase satisfaction among customers in China, it is critical for printer manufacturers to improve their sales structure and processes.”

The 2006 China Printer Satisfaction Study is based on responses from 2,134 respondents who are responsible for acquiring and maintaining printers at offices with 30 employees or more. Customers were interviewed between July and September 2006.

#### **About J.D. Power Asia Pacific**

J.D. Power Asia Pacific, established in 1990, conducts customer satisfaction research and provides consulting services in the automotive, information technology and finance industries. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at [www.jdpower.co.jp](http://www.jdpower.co.jp) Media e-mail contact: [cc-group@jdpower.co.jp](mailto:cc-group@jdpower.co.jp)

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm’s quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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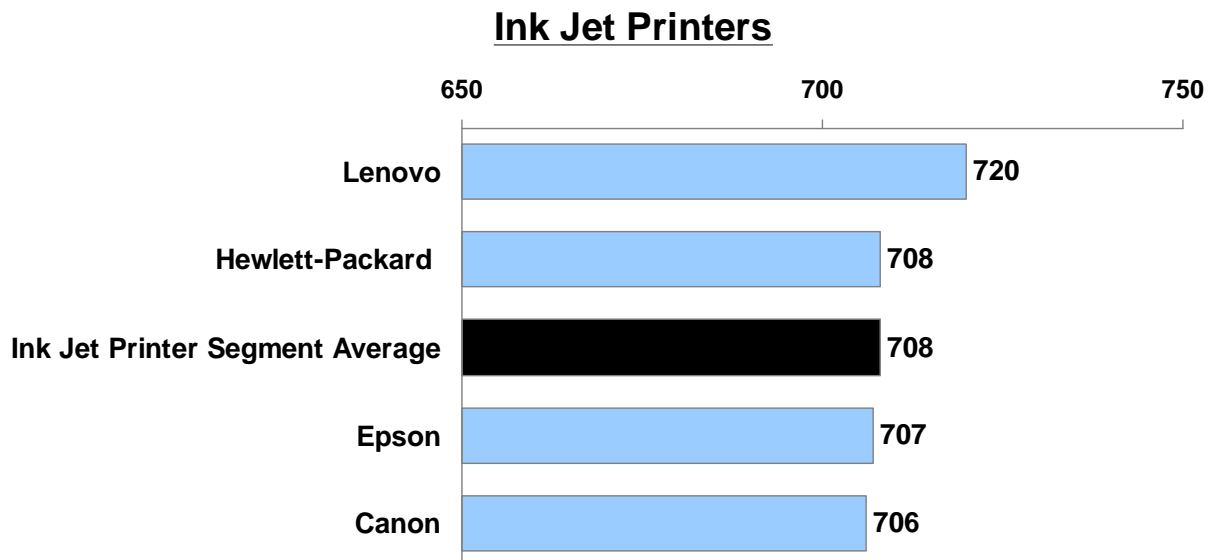
(Page 2 of 2)

NOTE: Two charts follow.

# J.D. Power Asia Pacific 2006 China Printer Satisfaction Study<sup>SM</sup>

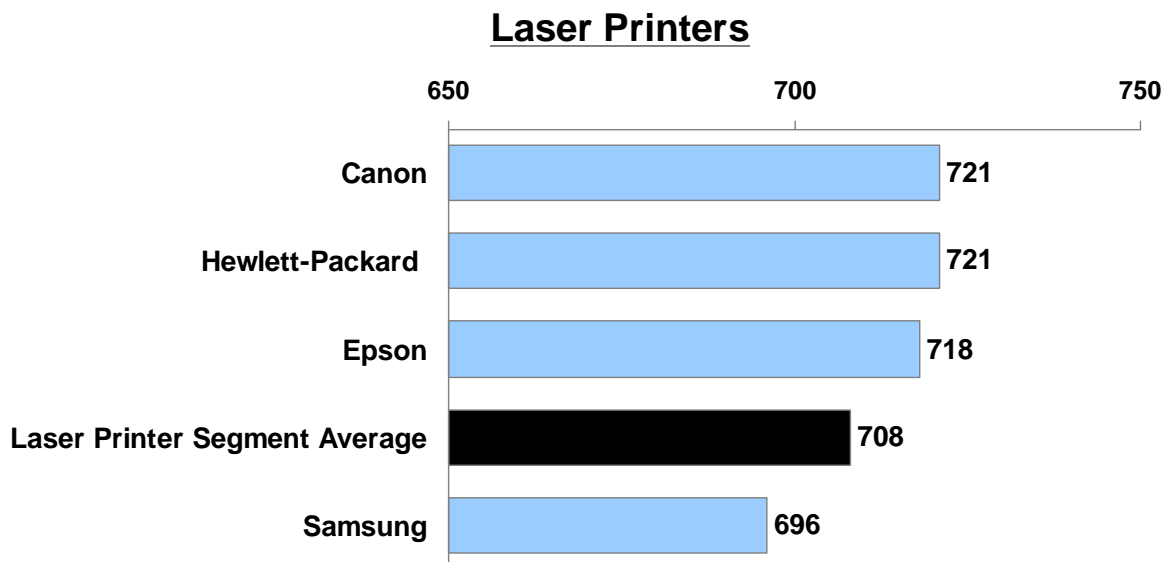
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## Overall Customer Satisfaction Index (Based on a 1,000-point scale)



*Included in the study but not ranked due to small sample size are: Fuji Xerox and Samsung.*

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Source: J.D. Power Asia Pacific 2006 China Printer Satisfaction Study<sup>SM</sup>

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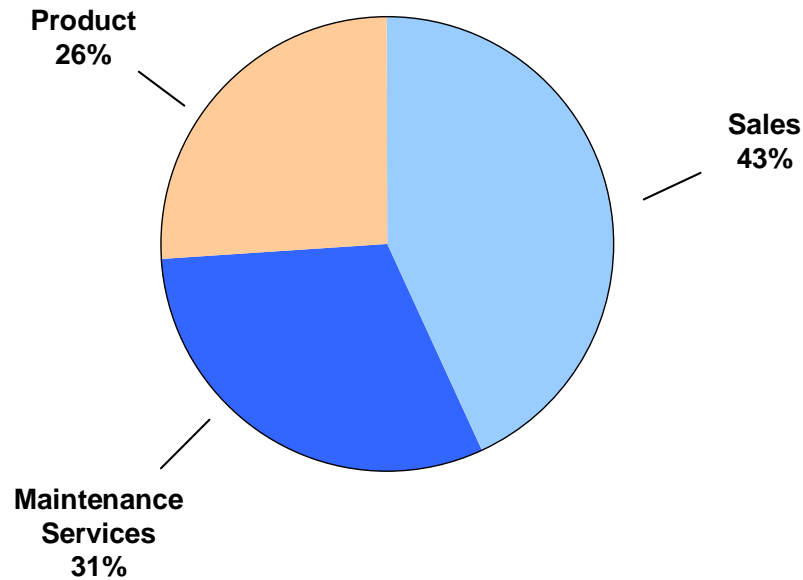
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# J.D. Power Asia Pacific 2006 China Printer Satisfaction Study<sup>SM</sup>

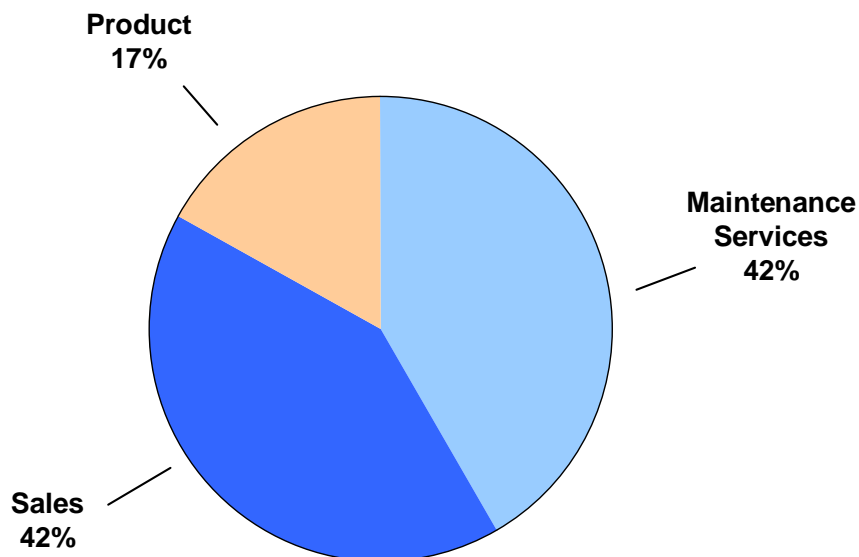
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## *Factors Contributing to Overall Satisfaction*

### Ink Jet Printers



### Laser Printers



*Note: Percentages may not total 100 due to rounding.*

*Source: J.D. Power Asia Pacific 2006 China Printer Satisfaction Study<sup>SM</sup>*

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