Lifecycle of printers

In today’s world many of the products that we consume cannot be used again and we should either dispose them or send them to factories so that the components of these products are broken down into pieces and discharged into the ground. Many individuals do not think of recycling since we started consuming much more compared to previous years. For this assignment, we chose printers since they are the most disposed products in the world because they are not easily to be repaired and we will be discussing the different stages of product life cycle and explain each in details.

Since the invention of computer, the printer had developed tremendously. Engineers put a lot of effort towards developing printers. They kept developing every aspect of printers, size, capacity and efficiency. Especially in 21st century, we moved from 2D printing to 3D printing and nowadays we could print 3D object in our home. Therefore, there is a lot of printers’ models in the world right now because everyday engineers add new features to printers. Furthermore, the parts that made the printer changed and became more complicated.

(1) http://www.inksell.com/tip-printerhistory.html

People came with many different marketing strategies for printers and they vary from each other based on the consumers they are targeting such as business companies or normal individuals. Some of these marketing strategies are: advertising using media, billboards, hiring a famous individual to use the products. As for media marketing, businesses uses many different ways to approach consumers such as using TV or newspapers to advertise their good, and also they used another type of advertising such as the use of billboard son the highways and streets to give an idea about their products. Also, instead of using the traditional way of advertising the
companies now started to record their customers’ mobile phones and emails so that they can use them for sending SMS’s and emails to send notifications about new products or services offered by the company, which is considered as another effective way of advertising. Also, since nowadays we frequently use social media applications such as: Twitter, Instagram, Facebook, etc. Marketing a product through such media can be easy since these apps are mostly now accessible by all individuals and they check it more frequently, making the marketing process of a product more easily. Many of HP ads are now available in Facebook, Twitter, and Instagram and they have their own hashtag in which they use to advertise a product and let people post their printer photo under that hashtag to show that the product has satisfied many individuals’ needs and ease many of their paperwork. Also individuals can see the difference of the resolution or the quality of printed pages by the printer and compare it with other versions or model of the printer in order to persuade them to get this printer specifically. Also, setting up small booths in places such as malls, boulevards, or different areas where people would give attention to the service or product you are presenting and provide them with a chance to print a page using the product. Also try to find industries or companies looking for such a product because if there is a great demand from big or well-known companies or businesses many people will look forward to get the product.


As for manufacturing stage, printers are composed of different parts, which are made at various factories, and the final product is assembled in a unit assembly at the end of the production process. The printer is basically contains different types of metals and parts made up of different material such as: plastic, metals, wires, and chemicals stored in cartridges. In addition, parts of similar material of the printer for example are made at the same factory while other parts of the printer are manufactured at different facility units and then the frame of the printer is attached to the different parts. Then, the internal parts such as the ink cartridge
holder, the scanning unit, and the scanning unit support if the printer has a scanner. After installing the internal parts the head of the printer is then placed so that the printer is ready for the final stages before being distributed to local stores and consumers. The ink cartridge is one of the most important parts of a printer and different types of ink cartridges are produced daily because of the variation in printer’s model. As for the manufacturing process of this ink cartridge, the pigment-based cartridge are made by the use of chemical polymers and then they are pressed and cut into small pieces and mixed with a dispersant so that it is covered by this chemical so that it is finally immersed into water.


(2) [http://canoncanada.custhelp.com/app/answers/detail/a_id/6967~/printer-parts-and-their-functions](http://canoncanada.custhelp.com/app/answers/detail/a_id/6967~/printer-parts-and-their-functions)

The packaging of printing can consist of simply cardboard. However, often times, more materials are needed to package the printer itself, as well as other components of the printer, such as the user manual. Cardboard is almost always used in the overall box that all components come in, whereas cardboard or Styrofoam can be used to hold the products in place within the box. Also, plastic is often used to wrap each individual component as well as other packaging, in order to preserve the strength and durability of the packaging as well as possibly the sleek design of the components


(2) [http://www.reallifeblog.net/hp-touchsmart-web-printer-review-giveaway/](http://www.reallifeblog.net/hp-touchsmart-web-printer-review-giveaway/)
In 2013, the number of printers sold, including both ink jet and laser printers, was about 106 million, which translates to close to 300,000 printers per day that have to be shipped around the world. In order to ship such a massive amount of products, distribution and transportation have to be both efficient and fast.

Most of the People all around the world use printers in their daily life. You can see everything around us is printed, from books on you shelf to restaurant menu. This was for 2D printers, but what about 3D printers? Consumers now could print any design they think of because of 3D printers. They could create spoons mugs and any tool for their house by just a click of button. However, there are some problems that come with printers, like the cost of ink. Sometimes, buying new printer that comes with free ink in the box is cheaper than only buying ink cartridges. As we se, this method could be seen as unsustainable method because it’s goanna create more wastes.


(2) http://www.pcworld.com/article/184974/new_printerReplacement_ink.html

The last stage in the process after the product is been consumed and used to satisfy people needs’ is the final disposition stage and in this stage we look at what parts of the product and in our case is the printer what can be recycled and what parts must be renewed or discharged so that we can utilize these used printers. In addition, it is really important to see which parts of the printer can be recycled because the production of all parts from the beginning require much more energy compared to some parts being recycled and placed into the new printers and also help to save many natural resources, and for example instead of
cutting more trees or burning more oil to produce the different parts of the printer. Moreover, the components of the printer that can be recycled and which always we think of is the ink cartridges because they are one of the most important component of the printer and the production process of these pieces is complex and require the use of hazardous chemicals in order to get them. Also some printers contain the toner cartridge that can as well be recycled so that it can be converted into raw materials and used for other purposes instead of making the raw materials again and again. In addition, many printers companies such as HP and Epson encourage their customers to recycle many different products but specially the printers themselves or their ink or toner cartridges and sometimes rewards their customers some cash because of their contribution towards recycling and saving our planet from catastrophic environmental impacts.

(1)http://www.staples.com/sbd/cre/marketing/easy-on-the-planet/recycling-and-eco-services.html?cid=PS:GS:CO:OP:B:8:30225:%2Brecycling_%2Bprinters&gclid=CjwKEAiA0uGmBRDwj7mE1v-LICYSJADxH16OQm-fGqZwq18bt8tPujaRBQxCeuq8LFRNjI7ZQpvArBB0CwU7w_wcB

Studying the different stages of a mass product is really important since it gives you a general idea about how the product is made and manufactured in factories, what strategies people follow to market such a product, and what are some of the advantages and disadvantages of the product, and whether it can be recycled or not. Also, it helps you to see and get an overview about the sustainability and if the production of such a product can seriously harm and have a negative impact on the environment.