

"Gillette Business Method"

1. Introduction

The business method of selling the product at a low price and then making money from uniquely designed consumables or additionally purchased items is called the consumables business, and it is said to have originated in 1903 with the American Gillette company's men's men's shaving razor with replaceable blades. It is also known as the "Gillette Commercial Law." In other words, the idea is to lure consumers with low initial costs and make money through high running costs after purchase.

Other products that fall under the Gillette business law include inkjet printers (consumables: ink cartridges), laser printers (consumables: toner, drums), copiers (consumables: toner, drums; monthly fee: lease fee), Mimeograph type high-speed printing machine (consumables: base paper, ink), word processing machine (consumables: ink ribbon, printing ball), Kodak camera (consumables: special film), game machine (consumables: game disc), mobile phone Telephone (consumables: call charges, optional charges), beverage server (consumables: mineral water, coffee, paper cups, etc.), electric shaver (consumables: replacement blades, cleaning cartridges), still camera (additional purchase items) : Interchangeable lenses, high-performance flash, removable memory), etc.

In this edition of Afterglow, I would like to write about the absurdity of Gillette's business methods regarding inkjet printers and men's shaving razors with replaceable cartridge blades.

2. Printer

Popular models of computer inkjet printers are made in Japan and cost around 20,000 to 30,000 yen, and considering their high performance and functionality, they are relatively cheap, but they are consumables that you will continue to purchase with unique specifications. An ink cartridge (set of 5 to 6 colors) costs around 5,000 yen. Even a retiree like me buys about three sets of ink cartridges (15,000 yen) a year, so the cumulative cost exceeds the price of the product itself in about two years. Printer manufacturers such as Canon offer lame excuses, saying, "We are making ink cartridge prices a little higher to make up for the loss of selling printers that normally cost 50,000 to 100,000 yen at a lower price." The format of ink cartridges changes in conjunction with the major model changes of the main unit every few years, so if you buy a new main unit, the old one will no longer be usable.

I think the price of ink is about 200 yen per ink cartridge, but a genuine ink cartridge costs about 1,000 yen. Other small and medium-sized businesses have taken notice of this and are selling non-genuine ink



色の選択肢を見る

BCI-351XL+350XL/6MP 【6色セットマルチパック】
Canon キヤノン 互換インクカートリッジ 残量表示対応 |
Villay

¥ 1,380 ✓prime



【純正品】 キヤノン
(Canon) インクカートリッジ 5色マルチパック 型番:
BCI-351+350/5MP 単位: 1箱 (5色) ds-1100618
Canon (キヤノン)

¥ 5,980

非純正品 (Villay 製)

純正品 (Canon 製)

(Amazon のサイトから引用)

cartridges and refillable ink (recycled ink) at less than half the price. Canon apparently won a lawsuit against a manufacturer that collected used Canon ink cartridges, filled them with ink, and sold them at a low price for recycled products, alleging patent infringement, but from the perspective of antitrust laws and consumer-first policy, this is a dangerous vice. You could call it commercial law.

Also, it seems that the Canon ink cartridge or the printer body has a built-in ink level detection IC chip, and when the ink is empty, a message "Please replace the ink" will appear on the main body monitor. The ostensible reason is "to prevent blank printing." However, on the other hand, it also seems to have the purpose of preventing the use of non-genuine ink cartridges. In other words, while you are using a non-genuine ink cartridge, you will be able to print, but the message "Please replace the ink" and the lamp will continue to blink. According to information on the internet, if you continue to use non-genuine ink cartridges, the printer will eventually stop displaying the error message "Out of ink" or "A malfunction that requires repair has occurred." It seems like it may disappear. That's truly unreasonable. This malfunction display has been pointed out and criticized many times on the internet as a common bomb message". It is true that the printer head (the part that sprays ink onto the paper), which is the heart of the printer, is a high-precision component, and there is a high possibility that it will become clogged due to the use of non-genuine ink or cartridges, or that it will malfunction due to ink leakage. do not have. Regarding this point, I

think that the Ministry of International Trade and Industry and other governments should regulate or order stricter quality inspections from a consumer-first perspective, just as with cheap generic drugs. In the old Canon manual or something, there was a statement that said, "We do not accept repairs for problems caused by using non-genuine ink," but they seem to be refraining from doing so these days.

I had been using a non-genuine ink cartridge in a Canon printer that I bought three years ago, but recently, perhaps due to ink leakage or clogged nozzles, a message suddenly appeared saying "Repair required" and the machine stopped working. I thought that if I sent it in for repair through a home electronics retailer, the repair fee would probably be no less than 10,000 yen at the lowest estimate, so I decided to throw it away and bought a used printer of the same model on Yahoo Auction for 8,400 yen including shipping. Recently, Canon genuine double-capacity ink cartridges are available for 7,000 yen (30% cheaper), so I'm thinking of avoiding non-genuine products for at least the next three years. However, I feel bad about buying expensive genuine products.

Inkjet printers have a function that displays the amount of ink remaining, but in general, there is a tendency for a warning message indicating that there is no remaining amount to appear fairly early. A man from the American art dealer "Bellevue Fine Art Repro" asked. How much ink is left in the ink cartridge of the commercial Epson color printer "Stylus Pro 7900 that is displayed as 1% remaining?" has been released and has become a hot topic. According to the results, it was found that on average about 20% of the ink remained, which caused an uproar online and the man in question accused it of being a scam (see <http://netgeek.biz/archives/50220>).

Although the prices of laser printers and copy machines have come down relatively recently, proprietary toner (consumables) is relatively expensive, and the costs after purchase are prohibitive.

The company Canon has been the pride of Japan, but it is deplorable that they continue to use Gillette's brazen business practices that degrade the quality of all of their major products, including printers, copiers, and cameras, and my reputation has plummeted.

3. Cartridge Replaceable Blade Shaving Razor for Men

I have been using the Schick Injector II, a cartridge-replaceable blade type, for shaving for over 20 years. This type is usually sold as a set that includes the main body and a spare blade (for around 10 uses) for around 2,000 yen. The blade is a soft one that becomes difficult to cut after about 3 uses, and I have to insert a cartridge and replace the blade about once a week, but I wonder if this is planned out. In that case, Schick is the enemy of consumers. Therefore, I buy a new cartridge (contains 10 blades) about every two months, but the price is about 1,500

to 2,000 yen on Amazon, which is a very bad Gillette business method.



¥1,924
(Amazonのサイトから引用)

can be used 7 to 8 times, so it is easy to use. Gillette wins in terms of unit price. Consumables that are essential to daily life, such as razors, should not only be comfortable to use, but also last a long time, even if they are a bit expensive.

4. At the End

The Gillette business method, which began about 100 years ago and has recently become widespread, is a clever and impressive business method that focuses on areas where official standards are difficult to apply. In recent years, IT devices skillfully incorporated with the Gillette method have become widespread in daily life, and personal IT-related expenses include PCs and their peripherals, portable terminals such as cell phones, smartphones, and pads, internet connections, If you add up consumables, etc., the average monthly cost would be around 20,000 to 30,000 yen. I hope the government (Ministry of International Trade and Industry) takes measures to protect consumers by taking a stab at the Gillette Commercial Law, which is on the brink of antitrust laws for products such as printers and copiers.

Meanwhile, Seiko Epson has recently been making moves to break away from the consumables business. In other words, an unusual trend has occurred in which large-capacity ink tank type inkjet printers and genuine ink tanks at reasonable prices (inexpensive) are sold at prices that are easily accessible, and there are great expectations.

Additionally, Color Creation, a relatively well-established company in this field (also known as Ink Kakumei.COM), sells non-genuine ink cartridges that are reputed to be of good quality at around 40% cheaper. This non-genuine ink cartridge is equipped with an IC chip to detect the amount of ink remaining, has almost the same functionality as the genuine

Around 1955 or 1955, my father used a Feather double-edged razor with spare blades, and a box of about 30 blades cost about 150 yen, which was cheap. However, compared to today's razors, I remember that they were more difficult to handle and often cut the skin and caused blood to flow, so overall, I think that today's replaceable blade shavers have adjustable angles of contact with the skin. Razors are excellent.

Recently, my son has been using a Gillette cartridge with replaceable blades, which he had left at home without using for a long time. It is very sharp and each blade

product, and seems to have a very good reputation online. What should be noted is that this company has recently started a surprising new business model that guarantees printers (Canon and Epson products) that use the company's ink cartridges for one year, but this is not as good as genuine products. This is probably an expression of confidence that there is no such thing. This is truly good news and I am happy.

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