

# Toner Recycling Service Ltd. - a Year Later, a Dream Come True

By ?????????? | RechargEast Magazine



A year ago, RechargEast Magazine published a profile of a Czech company, Toner Recycling Service Ltd. Before going to the small town of Podebrady, Czechia, where on 9th of June 2000 the celebrations for the formal inoguration of the factory were to take place, I had memorized that article nearly by heart. I had talked to colleagues about their experiences, too. I thought I knew exactly what to expect. What I saw thoroughly changed my ideas...

A smiling youth met me at the transit station in Prague and took me to a car with "Toner Recycling Service" written on it. I understood that he was their employee and I hoped that while we were covering the 50 km to Podebrady I could learn something more before the meeting with Pavel Prochazka - the company's president. The information I got however did not at all change my expectations and ideas and that was why I waited almost impatiently for the moment of our arrival. When it appeared before my eyes I saw a dream come true- the factory of the Toner Recycling Service Ltd. company.

The luxury building which was entirely in a futuristic style, covered, as I later understood, an area of 3000Sqm and gave the impression of being the office of a bank or of an insurance company. But this impression lasted only a few moments because at the entrance appeared Mr. Prochazka's smiling face. He was followed by his wife and his son- Pavel Prochazka. Accompanied by them I made my tour around the beautiful building of the company; beginning with the sample hall where the products of the company were exhibited- recycled toner and inkjet

## facts & opinions

cartridges, copying machines and printers and also some original consumables.

The tour continued through the production and store premises. What I saw was stunning, a spacious and clean site, absolutely neat and with super modern technologies. The fact that the company had been ISO and DIN certified was conspicuous with each step. I mentioned this to Mr. Prochazka and I knew I had hit a crucial question. As this incredible man shared with me (he had begun from a scratch, as an emigrant to Switzerland) his dream had come true. While an emigrant in Switzerland he had gathered experience and knowledge of the industry. Then the present President of Toner Recycling Service Ltd. came back to his own country and succeeded in establishing a company in a unique style in Czechia. This was a company from a new era, in which the main priority is the quality of the production and this necessitates the utter and strict observation of all the EU quality standards and there has always been the ambition to constantly improve the activity. For this purpose the company has been equipped with a modern production facilities which focuses on preserving the environment and keeping the working premises clean. Their total price amounts to more than 1.5mln EURO. The adequate investment of everything that has been gained in modernizing the production process keeps the company at the top and provides for it an annual growth of 15-20%. At present it is one of the first in the market of recycled cartridges in Czechia and its activities has also spread outside the borders of the country through reliable distribution nets in Slovakia, Switzerland, Germany and Austria. Thanks to its reputation and to the perfect quality of its products, Toner Recycling Service Ltd. enjoys fair cooperation with many local and foreign partners and the main purpose in managing it is for every customer to be completely satisfied - both the big and the individual customers.

In this respect I was interested in the company's Internet activities and then Mr. Prochazka informed me that the e-trade in Czechia is not widely used because of the fear people have of using credit cards





and paying through the Internet. In Switzerland however, the trade through the Internet is very well established and it is the management's intention of Toner Recycling Service Ltd. to introduce this model in Czechia too; upon establishing this, the company will acquire a more favorable market position.

Having in mind the great difficulties through which the Toner Recycling Service Ltd. development had passed I asked its president about the problems he was confronted with in his business. The answer was unexpected; the obstacles were created by the state bureaucracy and by the great complications of the legal requirements on one hand and on the other hand by the competitive companies, who are offering low-quality goods and bringing down the prices in the market. However, the established stable and trustworthy relationships with the customers proved the fact that a lot of attention is paid to the quality standards and environment preservation while keeping reasonable prices. The very name Toner Recycling Service Ltd. has already become a synonym of guaranteed quality. The CRRA association of the recycling companies in the country, which was established in 1991, has also contributed to this. The main requirement to participate in it is the strict following of the EU standards in regard to the quality of the production as well as other environmental prescriptions in regard to the scrap toner and the residual products.

I was very much impressed by the friendly atmosphere which I sensed during our walk. I asked Mr. prohazka to tell me about the employees in his company and what their relation to the company was. From our talk I learned that their total number is 44 people (35 in Czechia, 6 in Slovakia and 3 in Switzerland). The company runs a lot of qualification programs and thanks to them the personnel are very well qualified. Also a motivating strategy has been accepted to stimulate the

social links among the employees. Twice or thrice a year all those working for the company gather at a celebration in Slovakia and at the end of every week there is a party. In addition a motivation system for payment was applied, according to which the hard work is assessed hourly. The most significant detail was that the recreation room for the personnel is next to the company's president office and this showed the easiness and closeness of their relations.

I witnessed those relationships on the next day- the day of the formal inauguration of the Toner Recycling Service Ltd factory. When I again stepped over the threshold of the luxury building, I found myself in a finely decorated hall full with smiling employees, friends, family and business partners. I was again convinced of the fine taste of our hosts. Those invited delighted in tasting the finely prepared delicacies and the selection of drinks. There was soft music being played by a band. All the details of the celebration had been carefully worked out and the time passed almost undetectably. To entertain the guests there was also an organized testing of a selection of wines and the atmosphere in the hall was further animated by the fashion review of charming models. Some who were present were lucky enough win prizes from a raffle. Meanwhile in another hall there was a presentation of HP printers and consumables and there were specially printed demo photos for the participants. The guests could have a walk round the enormous building either on their own or accompanied by Mr. Prochazka and they could see for themselves the equipment of the factory and its parameters. As soon as the show with the beautiful models began, all those present crowded in the hall. The atmosphere in the hall was greatly intensified by the appearance of the girls showing their bodies in revealing suits.

You can understand how difficult it was for me to distract one of those invited for a short but very significant interview. The man's words were unconditional, to work at the beautiful factory of Toner Recycling Service Ltd. brings happiness and satisfaction every day and the company's prosperity creates optimism and confidence in each of the employee's future.

The evening ended in a noisy and full of laughter party in one of the clubs in Podedbrady where a lot of champagne was poured and the guests were untiringly enjoying themselves on the dance floor.

I was really sorry to leave Mr. Prochazka's wonderful family and business; I hope that you will invite us for the same reason each following year, dear Pavel!

**Toner Recycling Service Ltd.**

Na Hrazi 697, 290 01 Podedbrady, CZ  
 Mr. Pavel Prochazka, President  
 Tel.: +420 325 611 011/014  
 Fax: +420 325 611 015  
[www.toner-recycling.com](http://www.toner-recycling.com)



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