



# The DATA CAPTURE Report

Since 1977, the premier management & marketing newsletter of automatic data capture: Bar Coding, RF and related technologies.

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## Special SCAN: The DATA CAPTURE Report Reprint

### Dynic USA's Chris Meserve Assesses The TTR Industry

Last November, **Dynic USA** hired Chris Meserve to fill the position of director of international sales and marketing. Meserve filled the vacancy of Frank Ward upon his retirement. Even with over 18 years of experience in the print industry during his tenure at **Xerox**, he admittedly still had some big shoes to fill. Now that he has had time to get his feet wet at the Hillsboro, OR-based vendor, we thought it would be a good time to get a fresh view of the TTR sector.

"I was fortunate to have a long transition period," Meserve confided. "Frank [Ward] stayed around for several months to show me the ropes. He was a huge help."

Meserve told *SCAN/DCR* that he is responsible for managing a sales team that covers North America, Latin America, New Zealand, and Australia. When asked to compare this year to last, he stated, "This year is definitely going better than last year. We have experienced double-digit growth since January, and we expect this trend to continue until at least the first quarter of 2011. The Latin American market will likely show 20% sales growth."

Even during a recession, users must have a stock of media for their printers. But, we wanted to know if

during his travels, he is seeing an uptick in sales of printers themselves. It is reasonable to assume there is some pent-up demand for products after such a long period of working under extreme budget cuts.

When we posed the question, Meserve answered, "Media purchases are on the rise, and customers are replacing or adding printers where it's necessary. That said, the clients we deal with seem to be more savvy than in the past. The poor economy last year forced people to be a little more cautious in their purchasing decisions. They spend a lot of time making sure a purchase is going to provide a quick ROI or, at the least, that it will quickly solve a problem they are having."



*Chris Meserve, director of international sales and marketing, Dynic USA.*

Dynic has always been a big supplier of "care tags" for the apparel industry. With respect to lucrative emerging markets, Meserve cited flexible packaging—particularly for the pharmaceutical industry—as one of the prime targets for Dynic.

Despite the fact that Dynic USA's parent company is based in Japan, Meserve said much of the actual

manufacturing of the TTR vendor's products is done in the United States. Meserve said there is a movement going on to "buy American." He added that there is a Web site: [www.madeintheusabrand.com](http://www.madeintheusabrand.com) for customers who want to make sure they are buying American products.

For many of the past 15 years, there have been severe price wars within the TTR industry—often to the detriment of the vendors themselves. Meserve told *SCAN/DCR* that he hasn't seen a "cut-throat" side of the business, but was quick to add that competition is still fierce. He believes competition is good for customers. He believes it leads to lower prices and better products.

When asked for his opinion on the emergence of RFID and its affect on TTR sales, Meserve said he did not believe RFID would hurt his industry. "People are always going to want some type of human readable information," he told us. "And, as I noted earlier, a big part of our business is in care tags, and they have to be in human readable format."

Closing, Meserve stated, "I was very impressed by the tenure of the people at Dynic. The average tenure of its employees is 10 years. It certainly weighed heavily on my decision to come to the company.

"Our industry, and the world in general, has gone through a brutal period," he continued, "but I believe we are well into the recovery."

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