

Production Print News from your Production Print Specialist

Hello Print Professional. Welcome to our first issue of the Production Print Newsletter. I am your Production Print Specialist from Ricoh Americas Corporation. I would like to introduce you to the Ricoh Production Printing Business Group and to what we can bring to the graphic arts marketplace.

Ricoh's Production Printing Business Group consists of a very seasoned team of sales and support personnel with a wealth of experience in the production printing industry. Our focus is to use this experience, along with our network of software and finishing partners and our production-level product line to help you solve your business needs.

You probably only know of Ricoh as the leading manufacturer of office multifunction printers, not as a player in production environments. I hope you take the opportunity to discover our production-level products and system integration capabilities.

I would like to meet with you to personally introduce myself, to understand your production needs, to learn where you see your company going, and to work together to determine how Ricoh can help get you there.

Please enjoy these newsletters and our online resource center, and contact me at 877-212-6064 to set up an appointment to discuss your business.



Sincerely,
Your Production Print Specialist
Ricoh Americas Corporation
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West Caldwell NJ 07006
877-212-6064

Visit our web page at www.ricohproductionprintnews.com/InPlant to view the full articles in this newsletter.



The Outside View

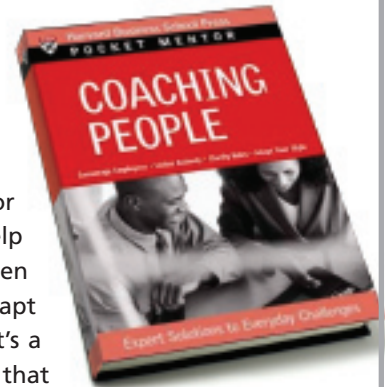
All too often we get mired in the day-to-day issues of our work and miss the big picture. It's easy to do. Rush jobs, staff calling in sick, management reports, down equipment and looming deadlines all conspire to distract us from taking an overall view of our operations. This is reality in today's production printing environment and it is unlikely to change.

At the same time, it is dangerous to not periodically take stock of who you are, what you offer, how people perceive your services, and why you exist. Technology, alternatives to your services, even your parent organization and critical applications are constantly evolving. Not taking an outside perspective is a bit like being so focused on adjusting the features of your car that you neglect to look where you're going – eventually you're in for a rude awakening!

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You Invest in Ricoh, Ricoh Invests in You

Get a free copy of *Coaching People: Expert Solutions to Everyday Challenges* from the Harvard Business School Press. (a \$9.95 value)



Part of the Pocket Mentor series, *Coaching People* will help you motivate employees, listen actively, clarify roles and adapt your style to your situation. It's a handy and hands-on booklet that clearly covers when and how to coach, and even includes actual worksheets for you to use as you put the techniques to work.

Go to www.ricohproductionprintnews.com/InPlant to learn more.

Also in this Issue:
**Getting
Work
Flowing**

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MESSAGE FROM THE VP – CARL JOACHIM



Welcome to the Ricoh Production Printing newsletter. Let me take a moment to share a little information about Ricoh. We are a \$17 billion dollar global company with offices in over 150 countries. We revolutionized the office multifunction market with our quality, performance and price and, as a result, Ricoh Americas Corporation

has been ranked number 1 in overall monochrome and color copier placements for the past several years ... and now we're extending that leadership into production environments.

Production printing demands much higher volumes, much greater reliability, far more productive workflows, more extensive finishing and delivery, and a tightly focused perspective on delivering solutions to critical business needs. In short, production environments exist to deliver the work that others either cannot or will not do themselves. This needs to be accomplished consistently and reliably without missed deadlines or inferior quality. Ricoh understands this and is investing in ways to deliver cost-effective solutions for production environments such as in-house print shops, print-for-pay facilities and data centers.

Ricoh customers have had production-level monochrome and color printers installed and reliably running in production environments for several years, but we all know that supporting this market requires more than good "boxes". It requires stellar service, partnerships with software solutions providers, and a network of expertise that understands your unique production and business needs.

We are making investments in all of those areas. We're establishing numerous partnerships with leading production software and finishing vendors such as EFI, Objectif Lune, XL Print, C. P. Bourg, Rochester Software Associates and many others to provide comprehensive integrated production solutions. We've built a dedicated sales, marketing and support personnel with extensive experience in virtually every aspect of production printing. And, of course, we are investing in advanced Ricoh production printing systems that incorporate the latest technologies and capabilities at business-effective prices.

We are investing in the production printing marketplace – and the results will benefit you. Please peruse the information in this newsletter and on your personalized online Production Printing Resource Center. Most importantly, however, please share your specific business, application and production needs with your Production Print Specialist so that Ricoh can develop a uniquely tailored approach to help you resolve them.



Ricoh DDP184 - 184 image per minute digital printer with highlight color and MICR capability

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The Outside View and the “Intrapreneur”

Noel Ward, executive editor of the On Demand Journal, shares a story of an in-plant manager who took “the outside view”. The initial situation sounds very much like many of the in-house operations we talk to every day. The vision, perspective and attitude of the new print shop manager is, however, not common enough.

Spend a few minutes at our resource center to read their story, learn the effects of their “outside view”, and, perhaps, get some ideas of how you might be able to do something similar for yourself.

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Call your Production Print Specialist at **877-212-6064**
to discuss your personal business needs

RICOH IN THE NEWS

Ricoh and Rosetta for MICR

MICR check printing comes up in conversations with in-house print shops more and more frequently as printing technologies and data streams blur. Many corporations question why parallel data center print and production print organizations are needed, especially when machines may sit idle for much of the time. There are a great many considerations to take into account when considering converging print operations, but the ability to print MICR does not need to be one of them.

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PARTNER CORNER

Getting Work Flowing

Ricoh has alliance partnerships with numerous software and finishing suppliers that enable us to create systems to solve your production printing business needs. Sometimes the solution is obvious, while in other cases there might be several ways to approach the situation. The approach that will work best for you depends upon your unique situation, needs, applications and strategic direction.

In each issue of this newsletter we'll take a quick look at how one of Ricoh's alliance partnerships can address frequently found challenges in in-house production environments. It is doubtful that you'll find the exact answer to your problems with these examples, but you might get the spark of an idea, and you'll see how we at Ricoh Production Printing Business Group like to work. We want to understand your specific needs and to propose carefully designed answers to your production

printing challenges. We like to solve problems.

In this issue, let's consider a mid-sized, in-house CRD with multiple digital color and monochrome printers. They have 2 key needs at this time:

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UPCOMING EVENTS



September 9-12, 2007
McCormick Place South • Chicago, IL

<http://graphexpo.gasc.org>

GraphExpo

Come visit Ricoh at "the industry's largest and most comprehensive exhibition of equipment, supplies and services". You'll see the hardware, software, and services, and you'll meet the experts who can work with you on how to incorporate these elements to solve your production needs.

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