

RICOH

Flexible, Innovative Solutions for the
GRAPHIC ARTS INDUSTRY



PPBG PRODUCTION PRINTING BUSINESS GROUP



Commercial printers face a variety of challenges—commoditization of services, relentless price pressures, and new competition from mergers and acquisitions. To get ahead, you need effective solutions that leverage the latest advancements in digital production color, transpromo document processing, and new print opportunities.

At Ricoh, we understand what you are up against in an industry that constantly changes. That's why we created a new business unit—Ricoch's Production Printing Business Group (PPBG)—to bring a complete set of software, hardware, and solutions to transform your business and give you a competitive edge.

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"I need to deliver non-commoditized strategies to my clients."

PPBG understands the need to deliver solid strategies and solutions that enhance and differentiate your offerings. With PPBG on board, you have a strategic partner—and your clients gain access to web-to-print capabilities, variable data printing, and personalized direct mail capabilities that allow you to become a player, not a spectator, when it comes to business solutions.

"On-time deliverables with full document integrity is critical to my customers."

Partnering with PPBG, your clients' information will be processed and delivered with precise and accurate imaging—from creation, data streaming, printing and verification, to a full line of finished deliverables that meet the most demanding deadlines. PPBG offers a suite of seamlessly integrated solutions that ensure accuracy and on-time delivery.

"I try to keep costs down and keep jobs running smoothly."

We know the demands you face for tight turnarounds while profits continue to shrink. PPBG delivers affordable, customer-driven solutions based on seamless integration, flexibility, and quality engineering to maximize throughput for high-volume printing. We ensure the longest time between preventive maintenance, user-replaceable consumables, and durable print engines for continuous uptime.

"A flexible service plan that adjusts to production cycles would be ideal."

Our equipment features user-replaceable components to reduce service calls and keep operations running longer. Also, with our state-of-the-art service center, redundant call centers, remote diagnostics, and dedicated service engineers, PPBG can cover your business 24x7 and deliver a flexible service plan to fit your production cycle.

"New printers must fit seamlessly into existing workflows."

With open-ended architectures, PPBG solutions can coexist within any mixed print environment. We also provide an extensive suite of production, variable data, web-to-print, and finishing solutions to fit any production situation. Dedicated sales engineers develop, test, and implement solutions that fit your unique infrastructure. We know it's not just about the print engine, so PPBG has partnered with the best to deliver the right software and workflow solutions for your business.

Think Production. Think Ricoh.

RICOH

Deliver non-commoditized strategies ...

Ensure on-time deliverables and full document integrity ...

Reduce costs and keep jobs running smoothly ...

Deliver flexible service plans ...

Seamlessly integrate with existing workflows ...

Customer Driven Printing Solutions



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