

# RICOH

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**Ricoh SP C250DN /SP C252DN**  
*21ppm in color and black-and-white*



***Sum-up: High-value Color Printers with excellent environmentally-friendly features.***

After an evaluation of single-function color printers that have been released in 2014, Better Buys for Business has awarded the Ricoh SP C250DN and SP C252DN its Innovative Products of the Year Award. This is due to a strong feature set, excellent environmentally-friendly features, and the higher-yield consumables for the SP C252DN, especially at this level of the market. Ricoh's energy-saving features include standard duplex printing, the ability for users to recycle their print cartridges via Ricoh's Toner Cartridge Return Program, and reported electricity usage for each printer of 1.37 kilowatt-hours per week. These devices are Energy Star certified. And finally, Economy Color Mode helps reduce the cost-per-page factors by printing images at lower density while retaining full density of all text.

Lower per-page operating costs is another factor we looked at. We calculate the cost per page for the SP C252DN at 1.83 cents in black and 8.93 cents in full color. Ricoh is known for providing affordable toners and these are excellent cost-per-page factors.

The Ricoh SP C250DN and SP C252DN have other excellent features: with an MSRP of \$360 and \$550, respectively, they are affordable for home offices, small businesses, and smaller workgroups within large organizations. Both devices print at 21ppm in both black-and-white and color. The main difference between the two printers is that the SP C250DN is ideal for lower-volume environments or customers making the switch from inkjet to laser. The SP C252DN is a good buy for higher-volume environments as its high-yield consumables contribute to a low cost of ownership.

Each printer has a 350MHz controller and 128MB of memory (not expandable). First-print-out time is 14 seconds. PCL and PostScript are supported. USB, Ethernet, and Wi-Fi connectivity are standard.

These printers also support mobile printing. With the Ricoh Smart Device Print&Scan App, users can print from their iOS or Android devices. Both printers have exceptional paper-handling features. There is a 250-sheet standard tray and a single-sheet bypass, which accept up to legal-sized paper. Users can add an optional 500-sheet tray for a total of 751 sheets. Output is limited to a 150-sheet tray.

The Ricoh SP C250DN and SP C252DN are quick (21ppm), compact, affordable, and ideal for home offices, smaller businesses and smaller workgroups within large organizations. With their excellent per-page operating costs, mobile printing capabilities, and energy-saving features, these devices have earned BBB's Innovative Products of the Year Award.



*Ricoh SP C252DN - Affordable color printer with Wi-Fi and mobile printing capability.*



**Innovative  
Product  
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## Vendor Profile

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions.

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit [www.ricoh.com/about/](http://www.ricoh.com/about/).

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