

# 2018 Rewards Program Guide

**RICOH**  
imagine. change.



**A reseller program that can help:**

- **Create Profit Opportunities**
- **Add Value to Sales and**
- **Provide Automatic Benefits**

**Without Quotas or Reporting**

# Creating Profit Opportunities

## Automatic 3% Discount

Rewards members get a 3% up-front discount from authorized distributors on Ricoh printers and projectors. This discount is based upon distributor cost and does not apply to MICR printers, displays, supplies, accessories, software, or services.

## 3% Gov / Ed / Med Discount

Rewards member can obtain an additional 3% discount for sales to qualifying government, education, and medical organizations on printers, projectors, & displays.

## Opportunity Pricing

Bid desk pricing is available for large opportunities through your channel account manager.

## Up to 50% off on Demo & Trial Units

Rewards members get a 50% up-front discount on demo and trial printers and accessories and 30% off on projectors and accessories. The discounts are from MAP except for printer accessories, which are from SRP. Demos are limited to one unit per product family every 12 months and cannot be sold for a year unless authorized by Ricoh. Trial units are for placement with an end user for sales opportunities of 15 units or more.

## Up to 10% in Automatic Quarterly Rebates

Rewards members are automatically sent a check for up to 10% of the previous quarter's qualifying purchases of printer and projector hardware based upon sales out reports from Ricoh authorized distributors (less returns and allowances). These purchases are credited towards the quarterly rebate at 82% of SRP for printers and accessories and 50% of SRP for projectors and accessories.

| Quarterly Rebate   | Gold    | Platinum | Diamond  |
|--------------------|---------|----------|----------|
| Reseller Purchases | \$7,500 | \$25,000 | \$75,000 |
| Reseller Rebate    | 4%      | 7%       | 10%      |

Purchases supported by other Ricoh programs, such as demo units or bid-supported units do not apply to the quarterly rebate. MICR printers, displays, consumables, software, services, and warranties do not apply to the quarterly rebate. Quarters begin on the first day of January, April, July, and October.

# Adding Value to Sales

## **Incentives for Sales Reps of Rewards Resellers**

The sales reps of Rewards members are eligible to participate in sales incentive programs paid by Ricoh via the Ricoh Royalties debit card program. Learn more at [www.ricohroyalties.com](http://www.ricohroyalties.com).

## **Exclusive Online Sales & Marketing Tools**

Rewards members can monitor progress against quarterly sales goals (for rebate purposes) and also obtain sales and marketing tools at [www.ricoh-usa.com/resellers](http://www.ricoh-usa.com/resellers). Sales and marketing tools can also be found on Ricoh [Document Mall](#) and [Rico Content Manager](#). Passwords are required and can be obtained from your Ricoh channel account manager.

## **Account Manager (with a Support Team)**

A dedicated channel account manager is assigned to each Rewards reseller to assist with sales and sales training. The account manager is supported by a team of sales, marketing, and technical professionals, including field engineers.

## **4,000 Ricoh Field Service Employees**

Ricoh has more than 4,000 field service *employees* dedicated to customer satisfaction and support. They provide on-site warranty services, installations, and integration, as required.

## **U.S. Based Tech Support – 24/7**

Ricoh provides, around the clock, U.S. based technical support and service deployment to assure client satisfaction.

## **Authorized Printer Service Program**

Rewards members can apply for authorization to perform warranty service on Ricoh printers (including printer based MFP).



## **Recycling and Trade-In Support**

Ricoh is dedicated to a sustainable future for all. This begins at Ricoh with scrutiny of internal practices and continues with broad support for recycling. Ricoh supports the recycling of packaging, supplies, and old equipment through recycling and a trade-in program that pays for return of old equipment. Program details may be found at [www.ricoh-usa.com/environment](http://www.ricoh-usa.com/environment) and [www.ricoh.tradeups.com](http://www.ricoh.tradeups.com).

# Authorized Distributors

## Printer, Projector, & Supplies Distributors:

### Carolina Wholesale

425 E. Arrowhead Drive  
Charlotte, NC 28213  
[www.cwholesale.com](http://www.cwholesale.com)  
800-521-4600

### Supplies Network

5 Research Network  
St. Charles, MO 63304  
[www.suppliesnetwork.com](http://www.suppliesnetwork.com)  
800-729-9300

### D&H Distributing

2525 North Seventh Street  
Harrisburg, PA 17110  
[www.dandh.com](http://www.dandh.com)  
800-877-1200

### Synnex

39 Pelham Ridge Drive  
Greenville, SC 29615  
[www.synnex.com](http://www.synnex.com)  
800-456-4822  
*(Synnex also carries displays).*

### Ingram Micro

3351 Michelson Drive, #100  
Irvine, CA 92612  
[www.ingrammicro.com](http://www.ingrammicro.com)  
800-456-8000

### Tech Data

5350 Tech Data Drive  
Clearwater, FL 33760  
[www.techdata.com](http://www.techdata.com)  
800-237-8931

## Specialty Distributors:

### Essendant

1 Parkway North Blvd. #100  
Deerfield, IL 60015  
[www.essendant.com](http://www.essendant.com)  
847-627-7000  
*(Supplies)*

### Rosetta Technologies

5912 Breckenridge Pkwy, # B  
Tampa, FL 33610  
[www.rosettatechnologies.com](http://www.rosettatechnologies.com)  
800-937-4224  
*(MICR printers)*

### Shoreview Distribution

69 Elm Street  
Foxboro, MA 02035  
[www.shoreviewdistribution.com](http://www.shoreviewdistribution.com)  
800-558-3877  
*(Projectors)*

[www.Ricoh-USA.com/resellers](http://www.Ricoh-USA.com/resellers)

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