

Production Print News

From Your Production Print Specialist

Hello Print Professional. We hope you have had a great start to the New Year. I wish to welcome you to our first issue of the Graphic Arts Production Print Newsletter for 2008. In this information-infused newsletter, you will find Carl's article about the development of this newsletter program and information on new products. In John's articles, you will read about the benefits of selling value and how to move in that direction.

I am pleased to invite you to our upcoming Graphic Arts Smart Business Seminars in Los Angeles, Chicago, Detroit and Houston. These interactive events are developed to teach you the concepts of selling on value rather than price. By doing so, you can transition your business to a marketing service provider role. Key best practices discussed include:

1. Know when to talk price
2. Talk to the right person
3. Uncover the pain points to understand where you can add value
4. Demonstrate value using appropriate value models

5. Price appropriate to value
6. Capture the value in non-print services

Each of the six best practices are discussed in detail so that you will know how to develop successful, profitable customer engagements. We'll provide you with examples, tools and workbooks to get you started.

These newsletters, our online resource center, and our Smart Business Seminars are all developed to help you drive more value into your business allowing you to obtain higher customer satisfaction. Feel free to contact me at 877-212-6064 to set up an appointment to discuss other ideas on how we can help your business.

Sincerely,
Your Production Print Specialist
Ricoh Americas Corporation
877-212-6064
info@ricoh-printing.com



Visit www.ricohgraphicarts.com/spring2008 to view the full articles in this newsletter.



Web-to-Print Part II: The Evolution of Your Print Shop

In recent years, the business world has experienced constant and unyielding change. Most of this change is due to the fast pace in technology and the ever-expanding volume of information and business transactions over the Internet. As a result, there has been an over commoditization of products and services in the Graphic Arts market, making printers rethink their business strategy and move beyond just putting ink on paper. In this article, we will discuss the importance of creating vision and strategy and developing a sound business plan, for you as well as your clients.

Learn answers to important questions like:

- Why should my customers use my services over the competition?
- Why it is important to measure every campaign?
- How can I sell using a consultative approach?
- How can I become a trusted business partner with my clients?

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You Invest in Ricoh, Ricoh Invests in You

Get a free copy of *Re-energize Your Printing Business* (a \$25 value). Written by Michael Kind, this book tells how a business owner and his team transformed their struggling printing business



Go to www.ricohgraphicarts.com/spring2008 to request your copy.

Also in this Issue:
**Do You Suffer
From Graphic
Schizophrenia?**

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MESSAGE FROM THE VP – CARL JOACHIM



It's a new year and a good time to take stock of what was accomplished last year and to share some of our direction for 2008.

This Newsletter News

We are proud to announce that this is the first fully-produced and printed Graphic Arts Newsletter utilizing the equipment available through Ricoh.

This product was produced using Printables Fusion Pro technology and then printed on a Kodak NexPress at Premium Color Graphics, Inc., in Clifton, New Jersey. We feel that when it comes to understanding and selling business solutions, you need to live it and breathe it. Producing these newsletters will allow us to truly understand the triumphs and pitfalls in everything from workflow to production and mailing. This will help us get close to our customers and enable us to drive better business solutions to grow your business.

Looking Back

2007 was full of major milestones for Ricoh Americas Corporation's Production Printing Business Group (PPBG). We built up our sales, marketing, and production engineering staff with highly-skilled and tenured production experts – officially launching our group at GraphExpo. We created numerous alliance partnerships with production software and finishing partners. We announced a new relationship with Kodak's Graphic Communication group to resell NexPress full color digital presses. And, of course, we had numerous customer successes as we placed production solutions into in-plants, data centers and graphic arts accounts.

New Products in 2008

Last year at GraphExpo, we also shared our Future Color Strategy with a select group of attendees. I'm excited to let you know we're on track to implement that strategy with two new color products: The Aficio MP C7500 and C6000. These two multifunction color systems address some of the key needs that in-plant operations demand: Performance, flexibility, quality and productivity.

Performance: The MP C7500 prints color documents at 70 images per minute and monochrome documents at 75ipm. The MP C6000 runs at 55 color ipm and 60 monochrome

ipm. And both machines have very fast warm-up times. The results are production jobs that start quicker and run faster.

Flexibility: Commercial printers need to be flexible when it comes to producing color work for their customers. The demand for short run requires their equipment to deliver products on a wide range of media types. These two new color printers rise to the task supporting auto-duplexing media weights from 14lb bond to 80lb cover through all paper trays. The bypass tray media even supports weights up to 140lb index. This makes these printers ideally suited for covers, mailings and other typical in-plant color work.

Quality: Ricoh color quality has always been excellent, but the bar keeps rising as commercial printers try to apply the power of digital to more and more traditional offset work. The new PXP chemical toner used by these systems expands the range of documents they can produce by minimizing haloing, banding and streaking effects. It also delivers better coverage with less toner. Another key quality need – consistent color reproduction across long print runs – is now possible due to an additional development auger.

Productivity: Production means volume; and the MP C7500 and C6000 can handle it with options like a 2,000-sheet air-assisted paper deck that supports 110lb cover weight with auto-duplexing, and a wide variety of in-line finishing peripherals.

As exciting as these new products are, they are just the first steps in implementing our strategy. Stay tuned throughout the year for more news and announcements.

2008 Smart Business Seminar Series

Another key focus area for us in 2008 involves education. We are planning 16 educational seminars across the country and numerous podcasts to help our customers become stronger, more efficient and more profitable. Our belief is simply that if we can lend a hand and strengthen your company by helping you deliver more value to your customer, this will enable you to print higher digital volumes requiring contemporary products with more sophisticated solutions. Everyone wins. This promises to be an exciting year full of change and opportunity. We look forward to working together with you to understand your needs, provide expert guidance, and deliver workable solutions that make 2008 a success for both of us.

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Selling Value: Is It Asking the Right Questions or Having the Right Answers?

One of the main benefits to digital printing besides producing short runs is the ability to personalize the print to speak directly to the recipient. The intent is to give a unique, targeted experience to each individual. This will help trip their purchase switch and encourage them to respond to the offer. Personalization can be used in all forms of media including catalogues, billing statements, reminder postcards, financial statements, insurance letters and even custom books. By making the experience more personal, recipients are more likely to respond, thus driving up campaign response rates and ROI.

In the world of graphic arts, the word "value" is creating havoc and turmoil for many. Many commercial printers struggle with developing, selling and pricing using a value-based model, while others seem to quickly adapt. Read this article to learn the secrets of how these companies price, sell and increase revenue using variable data and web-to-print storefronts.

...continued on www.ricohgraphicarts.com/spring2008

RICOH IN THE NEWS

Ricoh Americas Corporation Named to InformationWeek 500 for the Third Consecutive Year

InformationWeek Magazine has included Ricoh Americas Corporation in its InformationWeek 500, a prestigious listing of the most innovative information technology companies in the United States, for the third consecutive year. Ricoh is ranked number 144 on the 2007 list, a significant rise from last year's position of 179 and a testament to Ricoh's continued success in using innovative technology products and solutions in its operations.

For the past 19 years, InformationWeek 500 has tracked the technology practices of the nation's most innovative companies, documenting the business-technology strategies, investments and administrative practices of America's top IT organizations. Unique among corporate rankings, the list spotlights innovation in business technology as opposed to just identifying the biggest spending companies.

Call 877-212-6064 to discuss your personal business needs

SUPPORTING ARTICLE



Do You Suffer from Graphic Schizophrenia?

Nobody gets up in the morning and says, "I've got to print 40,000 brochures." They get up in the morning and say, "I've got to sell!"

This insightful article, written by Harvey Hirsch, Creative Director/President of 21st Century Technology Direct Marketing Agency, & Media Consultants, discusses the need to change the way you think about communications and solving the client's need for new business.

"It requires an understanding of the new communications paradigm of relationship building touches instead of a one-way, one-size-fits-all static message that turns most of them off." Mr. Hirsch also talks about how learning to cope with this requires more than just an open mind, a fat wallet and a lot of time on your hands. It requires a commitment to education for yourself, your production team and most importantly, your clients.

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UPCOMING EVENTS



April 16 - Los Angeles, CA
May 14 - New York, NY

www.ricohsmartbusiness.com

Ricoh Smart Business Seminars

Six Main Pillars for Developing Successful

Value-Based Pricing

Do you know when and how to talk price? How to capture the value in non-print services? Learn the six best practices for helping the print-for-pay provider create successful, profitable customer engagements.

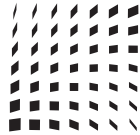


May 4-8
Clearwater, FL

printing.fsu.edu/ACUP/index.html

Annual Association of College and University Printers Conference (ACUP)

The 44th Annual Association of College and University Printers Conference (ACUP), co-hosted by Florida State University and the University of North Florida will deliver educational opportunities and enjoyment this coming spring (May 4 – 8, 2008) in beautiful Florida. Of course, Ricoh PPBG will be participating.



May 29- June 11, 2008
Düsseldorf, Germany

www.drupa.com

Drupa

In May 2008 Drupa will begin and the Düsseldorf region will again play host to the international print and media industry. Drupa 2008 will be the platform for Ricoh to introduce the Ricoh Pro C900 and C900s a new color digital printer and multi-function device offering heavy production capacity. Ricoh will also be launching the Ricoh "Pro" brand, to complete its color production printer portfolio.

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to learn more about Ricoh.

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