

Production Print News From Your Production Print Specialist

Hello Print Professional. Welcome to our second issue of the In-House Production Print Newsletter. We received such positive response from the first issue that we committed to continue the series with more articles and information for you about Ricoh and your marketplace.

In case you missed the first issue, I am your Production Print Specialist from Ricoh Americas Corporation. I am a part of the new Ricoh Production Printing Business Group formed to bring leading edge production solutions to the in-house printing marketplace.

In this issue, our marketing department helps you grow your business by sharing some marketing insights about the importance of awareness by your customer community. They also include some thought starters on how you might want to position yourself in your customers' eyes. There is an article showing some of the tactics your commercial counterparts are using to compete with your business.

Finally, Carl Joachim, Vice President of Marketing, took some time to share his thoughts on this exciting quarter for Ricoh, touching on our new Kodak relationship, Ricoh IBM InfoPrint Solutions, and Graph Expo.

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



Sincerely,
Your Production Print Specialist
Ricoh Americas Corporation
877-212-6064
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Visit www.ricohproductionprintnews.com/InPlantFall2007 to view the full articles in this newsletter.



Awareness – What You Don't Know Can't Help You

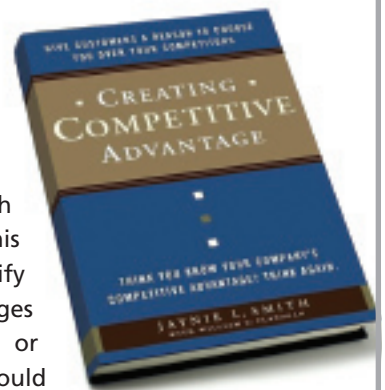
Do your clients know your full offerings, capabilities and prices? Most in-plants have invested in new printers, finishing, software and services over the years ... usually for specific customer applications. Are all of your clients aware of everything you offer? The answer may surprise you.

Why should departments send jobs to an in-plant rather than to a commercial printer? When should employees send work to a CRD rather than print on departmental printers? What is the value your in-plant provides beyond "putting marks on paper"? This article explores ways to raise awareness of your facility through questions to ask and discusses ways to present the services you offer and the value you provide.

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You Invest in Ricoh, Ricoh Invests in You

Get a free copy of *Creating Competitive Advantage: Give Customers a Reason to Choose You Over Your Competitors.* (a \$19.95 value)



Written by Jaynie L. Smith and William G. Flanagan, this book will help you identify your competitive advantages and answer your prospect or customer's question: "Why should I do business with you... and not your competitor?"

Go to www.ricohproductionprintnews.com/InPlantFall2007 to request your copy.

Also in this Issue:
Getting into the Variable Game

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MESSAGE FROM THE VP – CARL JOACHIM



As many of you already know, Ricoh's Production Printing Business Group (PPBG) was formed just one year ago to focus on in-plants, graphic arts, data centers and service bureaus. Over the course of that year we have grown to include 75 experienced Production Print Specialists, 35 Sales Engineers, over 1,600 service technicians, and an

experienced marketing organization. The year culminated in our formal organizational announcement event to the press, analysts and the printing community at large during Graph Expo. The reception by the printing community was impressive.

We hosted press and analyst events and showcased alliance partnerships with industry leaders like Rochester Software Associates, Objectif Lune, GMC, ATI, FabSoft and EFI. Visitors saw real-life production applications running on the 156 image per minute EMP156 (capable of doing legal-sized documents at full speed), the 184 image per minute DDP184 (capable of monochrome, MICR or highlight color), the 135 image per minute Aficio MP1350 production multifunction machine, the 60 image per minute Aficio 5560 color printer, the award-winning, high quality, 600dpi HQ9000 Prioport digital duplicator, and the Prioport DX4640PD capable of running duplex jobs at 240 images per minute. As a result over 400 attendees requested more information and many times that number visited us to see and learn about all PPBG has to offer.

There were also major announcements. You can read the press releases up on your resource center, but I want to cover one in particular here. Ricoh PPBG is now proud to offer the Kodak NexPress Digital Production Color Presses, Unified Workflow Solutions, and MarketMover Business Development Services. This relationship with Kodak will provide Ricoh PPBG with the ability to offer a rich production-printing portfolio ranging from light production through high-end, graphic arts quality digital presses. In turn, it will provide Kodak access to the new, powerful PPBG sales and marketing engine, expanding their reach to graphic arts and in-plant markets well beyond their traditional commercial print base.

I want to finish with a few comments about a related organization who made their first appearance at Graph Expo: the InfoPrint Solutions Company. This joint venture between IBM and Ricoh reports directly into Ricoh PPBG in Japan. At Graph Expo they announced and showed enhancements to their continuous feed 4100, their new InfoPrint 5000 drop-on-demand full-color inkjet device, and their InfoPrint Manager suite of modular workflow manager tools. They also announced the first AFP color solution based upon the AFP consortium's newly defined broad industry standards. We are actively working on ways to leverage the synergy between our two groups.

Graph Expo was a satisfying culmination of all our hard work over the past year and an exciting kick-off for the coming one, but it is just the start. We look forward to working together with our partners and with you throughout the years to come.



The Ricoh booth at Graph Expo

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A View from the Other Side

Commercial printers and other graphic arts firms are marketing to organizations in your business or school. Who are they approaching? What is their message?

The short article titled *Things We Need to Do* by Sean Doherty on your resource center is a great example of how your commercial counterparts are thinking and working. He discusses how a successful print provider needs to be the first in clients' minds, how clients need to be educated about digital printing, and to whom printers should be talking. All of these are pretty good ideas for how you might want to work too!

...continued on
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RICOH IN THE NEWS

Kodak NexPress and Ricoh

Ricoh Americas Corporation and Eastman Kodak Company recently announced a United States reseller agreement at Graph Expo 2007. This agreement significantly broadens Ricoh PPBG's production color product portfolio offered to our customers and dramatically extends Kodak's market reach beyond their traditionally strong position in the commercial printing marketplace.

Graph Expo 2007 also marked the formal announcement of Ricoh Production Printing Business Group to the press, the industry analysts and the production printing marketplace at large. We held press events, demonstrated our equipment and solutions, and showcased several of our leading partners.

We are excited about our new alliance with Kodak as well as with our partner and business announcements made at Graph Expo. Go online to your resource center to read all the recent PPBG press releases.



Kodak NexPress

PARTNER CORNER

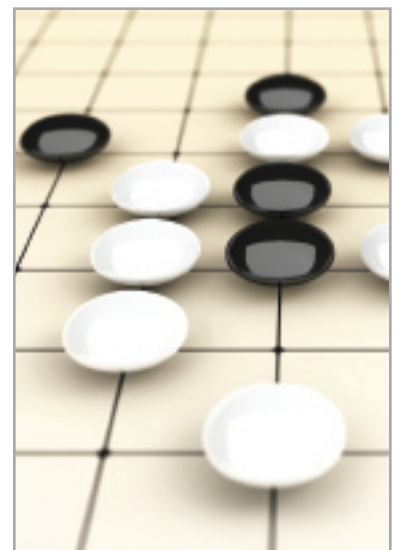
Getting Into the Variable Game

Recent industry surveys indicate that variable data printing accounts for roughly 10 percent of typical in-plant digital printing work. To be honest, much of this work is still name and address data ... but that is rapidly changing. Marketing departments and other organizations are realizing just how powerful personalization is at getting their message across.

One powerful advantage that all in-plants have for variable data printing is that the data stays in house. That's a huge advantage in today's era of identity theft. Mailing lists and the ancillary data linked to them to personalize the mailings are incredibly valuable. Keeping internal control of them is a powerful reason for using in-plants for this type of work.

The typical challenge in-plants face with this is getting the capabilities and being able to effectively use them. Ricoh has partnered with Objectif Lune with both their PrintShop Mail and PlanetPress Suite products creating solutions to help in-plants transition into this type of service.

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UPCOMING EVENTS



November 28, 2007
The Omni Shoreham,
Washington, DC

[http://www.inter-quest.com/
DigPrintingGovtForum.html](http://www.inter-quest.com/DigPrintingGovtForum.html)

Digital Printing in Government

Come to this forum designed around recent and on-going INTERQUEST research into digital printing in the government marketplace. The seminars will cover topics such as paper vs. electronic media, on-demand and transactional printing, print sourcing, market trends, variable data opportunities, and other key areas of interest. Of course, Ricoh PPBG will be there ready to discuss how we can help.

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to learn more about Ricoh.

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