

Investing in the future of commercial print: Heeter takes first steps into inkjet with Ricoh's newest continuous feed inkjet platform

Heeter capitalizes on new opportunities after seeing the quality, speed and savings RICOH Pro VC60000 can provide

MALVERN, PA, November 11, 2015 – [Ricoh Americas Corporation](#) today announced that [Heeter](#), a leading provider of commercial print, digital, direct mail and fulfillment solutions, has installed the [RICOH Pro VC60000](#) next-generation continuous feed inkjet platform to expand how it produces high-quality commercial print collateral by streamlining operations with fewer steps, more savings, and more efficiency. Heeter will use the RICOH Pro VC60000 to more quickly deliver eye-catching, targeted, and critical output into the hands of its customers and their audiences.

With more than 70 years of experience serving marketers, Heeter's highly trained, innovative team manages a wide range of campaigns for customers in the casino, life sciences, retail and higher education fields. As one of the first in North America to adopt the RICOH Pro VC60000, Heeter is continuing its commitment to utilizing cutting edge production technologies to deliver leading commercial print applications.

When Heeter began its competitive search, the priorities were to streamline production and lower costs committing to technology that could be leveraged for years to come. Their team sought to remove manual steps to reduce the potential for errors and increase efficiency, while driving down ink costs and overall cost-per-piece – all without sacrificing quality or having to change their existing prepress and finishing equipment. Ultimately, they discovered that the RICOH Pro VC60000 achieved these requirements.

“Quality is paramount for our customers, and exceeding their expectations by delivering that quality with fast turnaround times is at the heart of our operation,” said Scott Heeter, President, Heeter. “Ricoh's insight on the reduced touch points, variable data advantages and cost per page savings of inkjet piqued our interest, and their team of end-to-end experts with focus on today and tomorrow's needs closed the deal. The applications the RICOH Pro VC60000 can produce demonstrate that inkjet is ready to meet the challenges that come with the industries we serve. With this new technology in-house, we are eager to show our clients the accuracy,

engagement and momentum impact inkjet can bring them, while getting a return on investment with this technology added to our operation.”

The RICOH Pro VC60000 combines vibrant color, high-fidelity rendering, and the agility to efficiently produce customized campaigns that have the potential for higher reader retention and engagement. The platform’s proprietary drop-on-demand printheads intelligently adjust ink use for the job to save on ink costs, while maximizing near-offset quality. With support for a wide selection of paper stocks, users and their customers have more freedom to choose the right medium to reach the right customer.

“Heeter prides itself on being a single source solutions provider, and Ricoh is proud to enable them to do even more for their customers with the RICOH Pro VC60000,” said Andre Brazeau, Vice President of Production Print Solutions, Ricoh Americas Corporation. “Their decision to adopt inkjet is more than an investment in our next-generation technology platform. It’s an indicator of how far inkjet has progressed and how flexibly it can deliver the high-quality, data-rich applications that are driving a more personalized chapter in commercial printing and direct marketing. We’re excited to be a partner to Heeter and see their success grow alongside their new workflow and output capabilities.”

To learn more about how Ricoh and the RICOH Pro VC60000 can help your business capitalize on new commercial print opportunities and increase your ROI, visit <http://rpp.ricoh-usa.com/products/production-printers/continuous-feed/ricoh-pro-vc60000>.

| About Ricoh |

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. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion yen (approx. 18.5 billion USD).

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/

###

© 2015 Ricoh Americas Corporation. All rights reserved. All referenced product names are the trademarks of their respective companies.

Contacts:

John Greco
RicoH Americas Corporation
(973) 882-2023
john.greco@ricoh-usa.com

Tracey Sheehy
Breakaway Communications
(212) 616-6003
tsheehy@breakawaycom.com