

## **Ricoh unveils Continuous Improvement Program, powered by Ricoh Business Booster, to help improve performance of customers' print operations**

*New 360-degree program assessment helps customers reap  
potential of powerful Ricoh printing technology*

**CHICAGO, Oct. 8, 2012** – [Ricoh Americas Corporation](#) today unveiled a new program designed to help production printing operations derive the greatest possible benefits from their investments in Ricoh technology.

The company detailed the [Ricoh Continuous Improvement Program](#) today at [Graph Expo 2012](#), which runs through Wednesday, Oct. 10, here at McCormick Place South in Chicago. (Visit Ricoh in Graph Expo **Booth 2600**.)

The Ricoh Continuous Improvement Program provides Ricoh's production printing customers with an objective, quantitative 360-degree review of their printing performance and yields a concrete plan for significantly improving that performance.

"We're all familiar with 360-degree employee reviews and how much they reveal about a person's job performance," said Tim Vellek, Vice President, Production Printing Business Group, Ricoh Americas Corporation. "Well, this is a 360-degree review of an entire production printing operation with a goal of ensuring our customers max out the potential of their [Ricoh® Pro](#) production printing technology. As always, the sale is just the beginning of the relationship, and the most important work is helping customers continually meet important business challenges."

The Ricoh Continuous Improvement Program is ideal for both in-plant and commercial printing operations. It involves online surveys of internal personnel, including printer operators, customer service personnel and graphic design teams, as well as external parties, including colleagues in other departments or commercial customers in other companies. Performance metrics are benchmarked against industry best practices, and the resulting scorecard is the foundation of Ricoh's tailored advice for improving performance.

The Ricoh Continuous Improvement Program is a value-added free service exclusively for Ricoh production print customers. It is part of Ricoh's Business Booster strategy for offering tightly integrated production printing solutions that enhance customer workflow and business results. For details on this and other Ricoh products and services, visit [www.ricoh-usa.com](http://www.ricoh-usa.com).

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| **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 more than 200 countries and regions. In the financial year ending March 2012, Ricoh Group had worldwide sales of 1,903 billion yen (approx. 23 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/](http://www.ricoh.com/about/)

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**Contact:**

Linda Montefusco  
RicoH Americas Corporation  
(973) 882-2172  
[linda.montefusco@ricoh-usa.com](mailto:linda.montefusco@ricoh-usa.com)

Jill Searl  
Brodeur Partners  
(603) 559-5824  
[jsearl@brodeur.com](mailto:jsearl@brodeur.com)