

## **GAM Graphics and Marketing partners with Ricoh, changing the game for 5<sup>th</sup> color printing with the RICOH Pro C7210X**

*Full-service marketing firm partnered with Ricoh for its flagship five-color press and has continued to grow with Ricoh ever since*

**CHICAGO (PRINT 18, Booth #3011), October 2, 2018** – [Ricoh USA, Inc.](#) today announced that [GAM Graphics and Marketing](#), a full-service design, print and communication firm, has added a [RICOH Pro C7210X](#) to its operations. The implementation of the RICOH Pro C7210X five-color sheet-fed press builds on a trusted partnership between GAM and Ricoh, which [began with GAM's early adoption as a beta user](#) of the C7210X's predecessor, the RICOH Pro C7110X. In addition to reliability and best-in-class price performance, the C7210X offers GAM a large color gamut and impressive substrate flexibility to produce innovative, eye-catching applications that help them and their customers stand out from the crowd. The C7210X will be on display at PRINT 18, September 30 to October 2, in the Ricoh booth, #3011.

GAM is known for its next-day print services and serves more than 1,300 customers in the Virginia region and across the country. The printer has made a name for itself delivering innovative specialty applications, thanks in part to its continual expansion of capabilities as the company has grown with Ricoh. Since first adding the C7110X in 2014, GAM has implemented a variety of other Ricoh offerings, including [another fifth-color press](#).

"I am happy to say that since deciding to add five-color capabilities with Ricoh, our business – and our reputation for specialty applications – has continued to grow," said Nathaniel Grant, President, GAM. "We keep in close touch with our Ricoh partners, so when they told us they had a new and improved five-color press coming down the pike, we got excited. Learning more only made it clear we had to have it. We were already blown away by the media options and color gamut that Ricoh's first set of five-color presses opened up, so when we heard about the C7210X, our design team immediately started devising ways to take advantage, to stunning effect for our customers."

The RICOH Pro C7210X five-color sheet-fed digital printer brings class-leading price performance and predictability to the most demanding production print environments. Boasting in-line sensors and calibration, this 95-page-per-minute (ppm) press aids better front-to-back registration and color consistency without the need for lengthy specialized training. Able to print on paper lengths up to 49.6 inches and weights up to 360 gsm, this press gives print shops more predictability and

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reliability. At a time when effective print is required to drive differentiation, the eye-catching colors of the RICOH Pro C7210X are a game-changer, providing an incredible color gamut that pops on a variety of media.

Introducing further flexibility to handle substrates such as textured media, synthetics, window clings and rich linens, a specially designed 17-inch Smart Operation Panel allows users to intuitively browse and manage the Paper Library directly from the device. The larger panel also brings new job- and workflow-management options directly to the device, while also offering seamless remote job management and monitoring.

“Nathaniel and his GAM team understand what it takes to get messaging to stand out. They get how fierce the competition for attention is, and they prepare for it by giving their incredible design team the best tools available to bring their vision to life,” said John Fulena, Vice President, Commercial & Industrial Printing Business Group, Ricoh USA, Inc. “The RICOH Pro C7210X, with its impressive media options and breathtaking color capabilities, significantly expands GAM's toolbox. Just as importantly, its reliability and repeatability help maintain the fast turns and high quality that GAM has made its name on.”

For more information on Ricoh at PRINT 18, visit [www.TakeALookAtRicoProduction.com](http://www.TakeALookAtRicoProduction.com) or follow along and engage on [Facebook](#), [LinkedIn](#) and [Twitter](#) using #LookAtRicoh.

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Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2018, Ricoh Group had worldwide sales of 2,063 billion yen (approx. 19.4 billion USD).

For further information, please visit [www.ricoh.com](http://www.ricoh.com)

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