

**Reliable.  
Rewarded. Ready  
for the future.**

The ultimate prizes  
are the benefits to  
society and the planet.

**RICOH**  
imagine. change.



Ricoh Europe PLC  
2015 A3 MFP Line of the Year



Ricoh Europe PLC  
Most Energy-Efficient  
A3 MFP Line of the Year



Ricoh Europe PLC  
Smart Operation Panel  
Outstanding Achievement  
in Innovation



#### 2015 A3 MFP Line of the Year

"Regardless of speed band, buyers can trust Ricoh to provide an outstanding and reliable device. Over the past four years, we've awarded Picks to 26 Ricoh devices from the A3 and A4 product portfolio for the quality, energy efficiency and value they deliver."

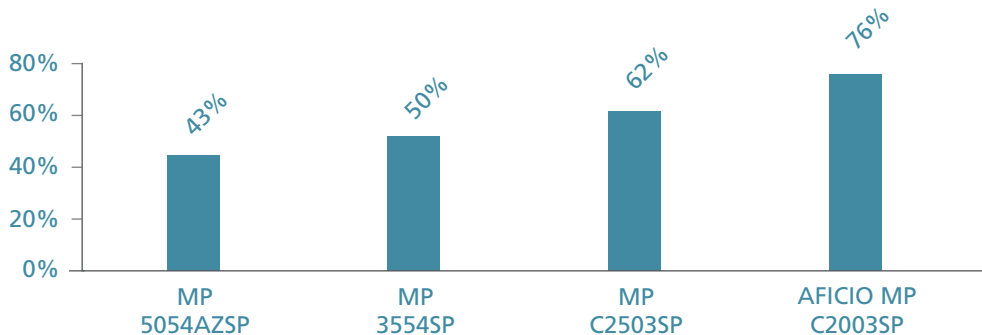
**Daria Hoffman, BLI Managing Editor**

# Efficiency. Productivity. Social responsibility.

## Strengths that will help us sustain a better future.

In recognition of environmental commitment, Buyers Laboratory (BLI) has honoured Ricoh with its 2015 award for Most Energy-Efficient A3 MFP Line of the Year. Based on the annual energy consumption of current models, determined in BLI testing, Ricoh came out the clear winner, with power consumption ranging from 39 percent to a remarkable 76 percent below the average for competitive models.

### Percent Lower Energy Consumption



Recently tested models delivered greater energy savings than competitors, making Ricoh the clear choice for business.



*Ricoh's environmental commitment is obvious in its A3 line of MFPs ... helping users to realise greater energy-savings without sacrificing productivity."*

Pete Emory, BLI director of laboratory testing



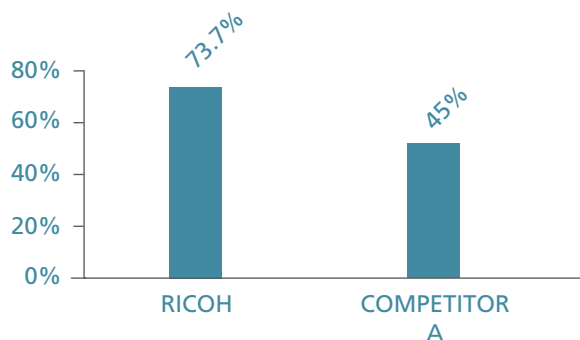
Ricoh Europe PLC  
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## How to be First in Line for Energy Efficiency

### High quality performance. Low Total Electricity Consumption (TEC) values.

This is the first time Ricoh has won BLI's 'Line' award for energy efficiency, but sustainable environmental management has been woven into everything we do for nearly 40 years. With low TEC values and innovative energy- and resource-saving technologies, Ricoh MFPs enable customers to match outstanding environmental sustainability with high quality results.

In the past year, our range of A3 products have won BLI "Outstanding Achievement" awards for energy efficiency. We hold the record for most energy awards won in the A3 category, at 14.



14 out of 19 A3 Ricoh models tested by BLI received Outstanding Achievement Awards in Energy Efficiency. Only 45% of the next closest competitor's tested models were deemed worthy of these high honors.



*BLI reserves its Outstanding Achievement in Energy Efficiency awards for only the top performers in our environmental evaluations."*

Lisa Reider, BLI senior product editor for environmental



Ricoh Europe PLC  
Most Energy-Efficient  
A3 MFP Line of the Year





*From exceptional reliability to cutting-edge innovations, Ricoh shines."*

George Mikolay,  
BLI's senior product editor  
for A3 Copiers/MFPs.

## The complete A3 portfolio.

### Tried. Tested. Tremendous.

Ricoh offers printers in every segment of the market, from small workgroup to departmental printers, as well as a complete A3 portfolio, all designed to meet the diverse needs of business users.

#### Our A3 portfolio delivers:

- **Reliability:** Ricoh's greatest strength - the 11 MFPs tested completed 1.75 million impressions, averaging less than one misfeed per device.
- **Productivity:** Ricoh consistently outperformed the competition when printing a mixed file test suite, a key indicator of performance.
- **Value:** 100% of Ricoh A3 models tested received "Very Good" or higher ratings for black and colour print quality. Users get the prints they want first time, saving time, toner and paper.
- **Flexibility:** Ricoh's Integrated Cloud Environment (ICE) provides a flexible MFP-resident scan-to-cloud solution that streamlines daily workflows. BLI praised ICE for its integration with a wider selection of cloud storage services than any other comparable solution tested.
- **Innovation:** Ricoh's smartphone-style Smart Operation Panel offers drag-and-drop, pinch-and-flick functionality, along with swipe scrolling—mirroring smartphone and tablet devices. Plus it's intuitive and easy to navigate, customisable and inexpensive, providing a tremendous value proposition.

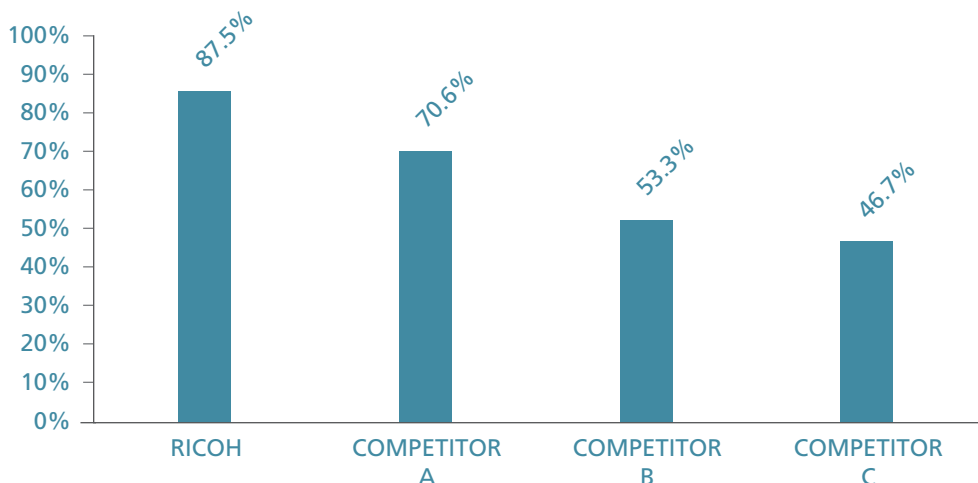


Ricoh Europe PLC  
**Smart Operation Panel**  
Outstanding Achievement  
in Innovation



*I love what Ricoh has done with the Smart Operation Panel."*

Pete Emory, BLI director of  
laboratory testing



87.5% of the A3 Ricoh models tested demonstrated such excellence that they were chosen as BLI Pick winners. No other vendor today can come close to delivering that same level of quality, value as performance across its entire portfolio.

Our BLI Awards reveal remarkable statistics in performance, but we believe the most important figure is our 100% dedication to benefiting the society we live in and the planet we live on.

## Our Award Winning Models

### A3 Energy Efficient Line of the year:

MP C2003SP (Segment 1 Color)  
MP C2503SP (Segment 2 Color)  
MP 3554SP (Segment 3 B/W)  
MP 5054SP (Segment 4 B/W)

### A3 MFP Line Of The Year:

MP 3554 (Outstanding 31- to 40-ppm A3 B/W MFP)  
MP C4503 (Outstanding 41- to 50-ppm A3 Color MFP)  
MP 5054 (Outstanding 41- to 50-ppm A3 B/W MFP)  
MP C5503 (Outstanding 51- to 60-ppm A3 Color MFP)  
MP C6003 (Outstanding 51- to 60-ppm A3 Color MFP)  
MP 9002 (Outstanding 90-Plus ppm A3 B/W MFP)

## Other notable devices

On the production device side, Ricoh also offers the PRO-Award-winning Pro C5110S, further adding to the strength of Ricoh's product line offerings.

Ricoh's A4 product portfolio is equally strong, winning multiple BLI Pick awards, with the MP C401, SP C252DN and SP C252SFN all taking home Winter 2015 Pick awards in their respective A4 categories.



Ricoh Europe PLC  
**SP C252SF**  
Outstanding A4 Colour MFP  
for Small Workgroups



Ricoh Europe PLC  
**SP C252DN**  
Outstanding A4 Colour Printer  
for Small Workgroups



Ricoh Europe PLC  
**MP C401 Series**  
Outstanding A4 Colour MFP  
for Mid-Size to Large Workgroups

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