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Ricoh claims "near-offset" quality for new light production digital pair

13 May 2013 | [Nick Bendel](#) | [1 Comment](#)

Ricoh will use PacPrint to launch two light production printers designed for "on-demand prestigious marketing material".

The Pro C5110S has a top speed of 80 pages per minute (ppm) and the Pro C5100S can reach 65ppm.

"The light production models are a versatile choice for in-plant rooms, print-for-pay businesses, commercial printers or marketing and advertising agencies seeking high quality in-house print capability or digital and quick printers," according to Ricoh.

The devices include "enhanced toner transfer technology", so they can deliver "near-offset" quality printing on heavily textured stock such as DM pieces, said Ricoh.

They also come with a new fuser assembly which selects the optimal combination of fuser temperature and pressure for each substrate, said Ricoh.

[Feature: Ricoh at PacPrint]

"This technology is ideal for printing challenging applications such as envelopes, where the balance of pressure and heat is critical to maintain a flat and perfectly printed product."

Ricoh said it had used its newly developed toner formulation to increase colour gamut by 10% compared with its C751 and C901 series machines.

"The toner has also been developed to fuse at a lower temperature, meeting Ricoh's R&D focus to continually reduce the environmental impact of its products wherever possible. This in turn also ensures a quicker warm-up time for increased productivity."

Ricoh's general manager of production & business solutions, Kathy Wilson, said: "We anticipate significant traction with the Pro C5110S series in the graphics and CRD markets, given the current market size in this segment in Australia. This series is specifically designed to cater to the requirements of these markets."

Anyone who attends a demo at PacPrint will go into the draw to win one of three 'Supercar Drive Experiences'.

Ricoh will be partnering with *ProPrint* to produce the *PacPrint Daily* live at the trade show.



Ricoh Pro C5100S

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