

# Ricoh takes care of business efficiency

**S**INCE 2008, the business world has become an environment where adaptation has mattered as much as any other capability that companies need to survive.

Mark Katrakis, national business development manager-production at Ricoh, says that the company recognises this and encourages companies to make smart decisions when it comes to investing in digital printers.

He says, "Our offering has become more diverse and we have found that we can best help our clients by matching them with the printer solutions that most suit their business and what they need to achieve."

This also means helping business increase their efficiency. He says, "We will do anything we can to improve their business. Their success is our success. Of course, our job has been made easier with the advances that Ricoh has made with our digital print solutions. They offer 4800dpi across the board, delivering quality at a speed that can make a huge difference to efficiency."

Recently, Ricoh has enjoyed great success with its light production machines, in particular the Pro C5100S and the Pro C5110S. It also has numerous installations for its Ricoh Pro C651EX, Ricoh Pro C751EX and Ricoh Pro C751.

New features for these printers include a new chemical toner which offers improved colour, support for a broader array of papers and media including heavy textures and coatings, along with inline finishing options for high productivity.

Katrakis says, "These machines deliver quality output in a small, affordable footprint. We have helped a range of companies and organisations improve their business efficiency with these models. They make a great choice for in-plant rooms, marketing departments and advertising agencies seeking

Ricoh provides opportunities for companies to improve their business efficiency



Mark Katrakis, national business development manager-production at Ricoh

high quality inhouse capabilities, while print-for-pay and commercial printers also benefit from their speed and productivity."

He adds that Ricoh has released the Pro 8120S black-and-white production printer, which also uses the innovations specifically designed for the production market.

He says, "This machine can perform a range of commercial and corporate production tasks with incredible precision in less time. Designed for high productivity on diverse media, it adds capacity to workflow and will help boost the bottom line of any business looking to extend its own capabilities."

## Advanced features mean better business

MOVING into the medium range, Ricoh describes its Ricoh Pro C651EX, Ricoh Pro C751EX and Ricoh Pro C751 printers as unrelenting in their productivity.

Mark Katrakis says, "These machines use advanced tools like EFI Fiery to deliver offset-like quality." Features include:

- Handles up to 350,000 impressions per month
- Rated speeds of up to 65 A4 (75 A4 with Pro C751) colour pages per minute, on an array of different stock types with a thickness of up to 300 gsm simplex and 256 gsm duplex

- PxP toner with oil-free fusing for offset-like reproduction
- EFI Fiery print controller offers advanced colour and job management tools to execute sophisticated document assembly with ease
- Outstanding resolution of 1200 x 4800dpi
- Easily manage system functions and job queues, control copy/scan settings and preview documents
- Custom library with media profiles personalised for specific stock types
- Enhanced Trained Customer Replaceable Units to minimise downtime

- The Automatic Document Feeder scans stacks of images as fast as 75 originals-per-minute in full-colour, greyscale or black and white
- Control copy/scan settings and preview document storage/print on-demand tasks right at the device
- Professional inline finishing capabilities:
- Production-level finishing with 100-sheet multi-position stapling, optional hole punching plus a 3000-sheet Shift Tray
- Ring binder: A fully automated ring binder, the RB5010 automatically punches, collates and applies your choice of two ring sizes.

## Small footprint for big business improvement

RICOH sees the Ricoh Pro C5100S and the Pro C5110S as super light with a small footprint. Katrakis says, "These machines deliver quality at a speed that was unimaginable in digital light production only a few years ago. Features include:

- Speeds of 65ppm for Pro C5100S and fastest in its class for Pro C5110S with speeds of 80ppm
- Automated through a large range of inline finishing options
- Small footprint of approximately 1.5m
- High quality output with new chemical toner, to fuse at a lower temperature for a quick warm up time and reduced environmental impact



The Ricoh Pro C5100S

- Broad paper support offers enhanced printing on differing media including textured media, heavy coated stocks and envelopes
- Prints banners up to 1260mm in length through the advanced settings, adding to the wide range of application options
- Easy to use with enhanced paper library and a customisable operation panel
- Enhanced Trained Customer Replaceable Units (TCRUs) to minimise downtime
- Available with a wide range of compatible finishing options such as folding, booklet making and punching