Ricoh unveils RICOH Pro C7200 series, its latest game-changing sheet-fed platforms with 5th color options

New best-in-class presses offer even better color consistency and substrate flexibility, debuting with new Invisible Red toner for the 5th color station

MALVERN, Pa., July 2, 2018 /PRNewswire/ -- Ricoh USA, Inc. today announced the availability of an incredibly versatile sheet-fed series that builds on Ricoh's successes of making unprecedented and unmatched color printing affordable. The RICOH Pro C7200 series, featuring Graphic Arts Edition and 5th color station models, brings best-in-class price performance and predictability to the most demanding production print environments. Boasting in-line sensors and calibration, these presses aid better front-to-back registration and color consistency without the need for lengthy specialized training. The 5th color station Pro C7210X and Pro C7210SX empower shops to produce high-value five color applications helping them to stay ahead of the competition. Built on the legacy of the RICOH Pro C7100X, these presses print five colors faster and more accurately while offering even greater media flexibility. Additionally, the new Invisible Red toner introduces even more ways to innovate, by producing designs only visible under ultraviolet light, perfect for security features such as those found on tickets or coupons.

"When the RICOH Pro C7100X series hit the market, it immediately changed the sheet-fed color landscape," said John Fulena, Vice President, Commercial & Industrial Printing Business Group, Ricoh USA, Inc. "It brought these incredible, high-end capabilities – five-color printing, synthetic and textured media, outstanding quality – to everyday, 'Main Street' printers. With the competition for attention at an all-time high, many printers need new ways to stand out without having to spend like the big guys. The Pro C7200 series is the only platform in its class that delivers the ability to produce unique applications with a 5th color station, large format sheets up to 49.6 inches, higher print speeds in a more intuitive and reliable platform. That's what our customers asked for, and that's what we delivered with the RICOH Pro C7200 series."

The RICOH Pro C7200 series prints at 2400 x 4800 dpi VCSEL image quality with a large color gamut without sacrificing speed or versatility. The series offers 85 page per minute (ppm) models and 95 ppm models with auto-duplex capabilities. Each have the option to print on paper lengths up to 49.6 inches simplex or 27.5 inches duplex, empowering printers to introduce larger format color printing to their portfolio. The platform also empowers users to print white and CMYK inks in a single pass, turning around the widest array of eye-catching applications in its class even faster. In-line sensors automatically aid improved front-to-back registration and color calibration, helping to create a consistent, professional look.

Introducing further flexibility to handle substrates such as 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.

Invisible Red toner is the latest addition to the suite of toners available for the Ricoh five-color presses. This specialized toner is invisible under regular circumstances, but under ultraviolet light, it shows as a clear, distinguishable red. This "invisible" toner is perfect for adding security features to a variety of applications, from event tickets to sensitive documents to gamified signage. With graphic design software readily available, counterfeiting can be a huge problem, but not every business can afford to go to the great expense of security holograms. In this way, the Invisible Red toner continues in the Ricoh five-color tradition of bringing high-end benefits at an accessible price point.

"In recent years, the battle for audiences' attention has been heating up, with print service providers looking to add more capabilities that differentiate their service offerings," said Ron Gilboa, Production Technology Group Director, Keypoint Intelligence. "Unfortunately for smaller print providers, adding new capabilities often mean reaching beyond their equipment budget. However, Ricoh's offering allows them to get in the game and offer
specialty features such as 5th color imaging station (white, clear, fluorescent, and invisible red), enhanced color calibration and media flexibility – at a competitive price point. This will allow them to capitalize on the growing opportunity in value-add printing beyond CMYK that can garner between 24 - 89 percent premium above four-color printing1.

All RICOH Pro C7200 series presses are ENERGY STAR® certified and carry an EPEAT® Silver rating.

For details on Ricoh's full line of production print products, services and solutions, please visit https://www.ricoh-usa.com/en/products/commercial-industrial-printing and join the conversation 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

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1 Source: Keypoint intelligence study Beyond CMYK: The Use of Special Effects in Digital Printing

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