

## Ricoh Americas Corporation

2015 A3 MFP Line of the Year



# RICOH

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Ricoh Americas Corporation is the winner of Buyers Laboratory LLC's (BLI) most coveted award: 2015 A3 MFP Line of the Year. Once annually, Buyers Lab, the leading global provider of information and testing services to the digital imaging industry, acknowledges the vendors whose product lines are determined to be the best overall in their respective categories based on the cumulative results of models tested in BLI's rigorous two-month laboratory evaluations. By assessing reliability, image quality, ease of use, productivity and a range of other criteria, the tests reveal to customers the products that deliver the best value and performance. Also considered are the vendor's breadth of line and ability to provide quality products suitable to a broad spectrum of customer needs, from low volumes to high volumes.

"Ricoh has offered consistently outstanding products across its entire line. The company stands out from the rest in nearly every speed band," said George Mikolay, BLI's senior product editor for A3 Copiers/MFPs. "From exceptional reliability to cutting-edge innovations, Ricoh shines in all of these key areas for buyers."

Ricoh currently has a total of 14 A3 Pick awards—more than any other vendor—plus one PRO award, which means the excellence of its line extends all the way up to the production realm. In addition, 15 of Ricoh's A3 models tested have earned a Highly Recommended rating, the most of any vendor.

### **Exceptionally Reliable**

Time and again, reliability proves to be the most important aspect to buyers—and reliability is Ricoh's number one strength. To date, BLI has run 1.75 million impressions on its current product line, with an exceptional average misfeed rate of just one per 175,000 impressions. "The reliability of these devices is truly astounding," Mikolay said. "To run a combined total of 1.75 million impressions with just ten misfeeds recorded is remarkable."

"Regardless of speed band, buyers can trust Ricoh to provide an outstandingly reliable device," said BLI Managing Editor Daria Hoffman.

### **Award-Winning Innovations**

This year, Ricoh also stood out for a number of innovative features, which are available for many Pick-winning devices in its current line-up. One such innovation is Ricoh's optional Android-based, smartphone-style Smart Operation Panel, which earned an Outstanding Achievement in Innovation award for Winter 2015. The 10.1" Smart Operation Panel offers drag-and-drop, pinch-and-flick functionality, along with swipe scrolling—mirroring the user experience of navigating smartphone and tablet devices.

"The Smart Operation Panel is very intuitive and easy to navigate. It also allows users to fluidly switch between the traditional User Interface and Quick User Interface. Plus, it's inexpensive to add on," said BLI Director of Laboratory Testing Pete Emory. "As always, Ricoh keeps a consistent look and feel, which is a big part of why the Smart Operation Panel stands out so much in ease of use."

BLI analysts further commended the Smart Operation Panel for how customizable it is; users can add shortcut icons (for example, URLs of frequently visited websites), widgets and folders, as well as change the wallpaper as desired.

Another award-winning option offered by many Pick-winning devices in Ricoh's current line-up is the stapleless stapler finisher, which won an Outstanding Achievement in Innovation recognition in the Summer 2014 Pick season. The finisher can bind up to five sheets together without using metal staples, which conserves resources and reduces the risk of the platen glass being scratched when documents are scanned or copied. An additional innovation that a number of the devices include is built-in NFC technology, which allows for easy wireless printing with a simple tap of a smartphone to the MFP.

### **Highly Productive and Energy Efficient**

Outstanding productivity was found to be another theme in Ricoh's current line-up, particularly when printing BLI's job stream test, which simulates typical print traffic in a busy office environment.

“These devices consistently shined in BLI’s job stream test, which is the most important measure of print productivity since it gives you a measure of how the device will perform in a real-world office setting. That means Ricoh models can be counted on to keep workers moving, even during the busiest times of the day,” said Hoffman. Efficiency when printing and copying sets was another area where Ricoh devices continuously stood out—this means that they tend to run at a higher percentage of their rated speeds than the competition does.

Ricoh is also the winner of BLI’s Most Energy-Efficient A3 MFP Line of the Year award, meaning its devices can be counted on to help organizations save on energy and costs. In fact, the tested energy consumption rate of Ricoh’s Pick-winning devices ranged from 39 percent to as much as an astounding 76 percent below their competitive averages.

“Our A3 color and monochrome MFPs are not just print, copy, scan and fax devices anymore. They truly mobilize information in the new world of work,” said Matt Sakauchi, vice president, Product Marketing, Ricoh Americas Corporation. “With our Smart Operation Panel that integrates the latest solutions and enhances ease of use, businesses can now access and share information in ways they never thought possible with their MFP. We greatly appreciate this A3 MFP Line of the Year award from BLI.”

### **Current Lineup**

Ricoh’s currently available A3 color models include the Pick-winning MP C2003, MP C2503, MP C3003, MP C4503, MP C5503 and MP C6003, along with the Highly Recommended MP C3503. Ricoh’s currently available A3 monochrome models include the Pick-winning MP 2501SP, MP 2553, MP 3353, MP 3554, MP 5054, Aficio MP 6002SP, Aficio MP 7502SP and Aficio MP 9002SP, along with the Highly Recommended Aficio MP 7502. The award also extends to the Lanier and Savin brands of Ricoh. On the production device side, Ricoh also offers the PRO-Award-winning Pro C5110S, further adding to the scope of Ricoh’s product line offerings.

## About **BLI Awards**

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With its Pick awards, BLI gives special recognition in each category twice a year to those products that provided the most outstanding performances in BLI's exhaustive lab tests. Its Outstanding Achievement awards acknowledge products or capabilities that stand out for attributes such as innovation, usefulness, energy efficiency or value. Line of the Year awards, presented once each year, recognize the vendors whose product lines are judged to be the best in their respective categories based on their cumulative test results.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's Recommended or Highly Recommended seal and a BLI Certificate of Reliability and qualifies as a Pick award contender. Consequently, BLI Pick awards are hard-earned awards that buyers and IT directors can trust to better guide them in their acquisition decisions.

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