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## **SIR SPEEDY SELECTS RICOH PRO C900 FOR KING OF PRUSSIA CENTER**

### *Increased Demand for High Quality, Affordable Digital Color Drives Change*

**West Caldwell, N.J., October 12, 2009** – The Production Printing Business Group (PPBG) of Ricoh Americas Corporation today announced that a Sir Speedy Center based in King of Prussia, Pennsylvania installed a RICOH Pro C900 to meet the increased demand for affordable, high quality color printing. Replacing the company’s current equipment, which was supplied by a competitor, the RICOH Pro C900 will provide expanded capabilities that include faster turnaround on high volume applications, and the ability to produce cost-effective, full-color, full-bleed work on a variety of substrates.

Key considerations in the company’s selection of the RICOH Pro C900 include its 90 page-per-minute speed, high monthly duty cycle, and substrate handling capabilities, all of which increase productivity. In addition, the ability to provide variable data print and Web-to-print solutions are critical to the companies ability to leverage emerging technology and achieve its revenue growth targets. With an expansive array of in-line finishing options available, the RICOH Pro C900 is able to efficiently produce high quality client-ready documents. Sir Speedy reports the versatility, registration accuracy, and color consistency of the RICOH Pro C900 is making it possible to shift work from its offset press to produce jobs at a better price for its customers.

“For Sir Speedy, the biggest selling point is the RICOH Pro C900’s speed. Now that we have this digital printer, we are able to run larger jobs with turnaround times that I never would have been able to accept before,” said Jim Moser, owner of the Sir Speedy franchise. “We were also looking

for the ability to run on glossy and heavier stocks, as well as duplex on heavier stocks, which our current equipment couldn't support. The biggest reaction I'm hearing from my employees about the new equipment is that its capabilities and speed are making their jobs a lot easier."

Future plans are to add Web-to-print capabilities using a business model available to Sir Speedy franchises, as well as adding variable data solutions. Ricoh's business development group will work with Sir Speedy to develop marketing campaigns using personalized URL's (PURLS) that helps companies of all sizes deliver value through digital communications.

"Providing our customers with the capabilities and solutions they need to meet the demands of an ever-changing marketplace is a top commitment for Ricoh PPBG," said Carl Joachim, vice president of marketing, PPBG, Ricoh Americas Corporation. "The Pro C900, and Ricoh's complete portfolio of solutions and professional services, is a great example of how our products offer customers an ease of use that deliver improved efficiency and productivity, allowing them to focus on future growth."

The King of Prussia Sir Speedy, which has been in business for more than 25 years, has consistently been included among the franchisor's top-ranked companies.

To learn more about Ricoh's full line of products for production print environments, please visit <http://www.ricoh-usa.com/ppbg>.

### **About Sir Speedy**

Sir Speedy provides printing and marketing services designed to help customers meet their business growth objectives. Our products and services support marketing programs such as lead generation, cross-sell and up sell, customer retention, reactivation, branding and more. Offerings include: digital and offset printing, copying and mailing services, Web to Print, integrated direct marketing, promotional products and more.

Sir Speedy and its network of worldwide affiliates spans nearly 800 locations in 16 countries. For 40 years, Sir Speedy has taken a leadership role in adopting new technologies and working with customers to help them grow their businesses. This is the cornerstone of the Sir Speedy brand.

## **About Ricoh's Production Printing Business Group**

The Production Printing Business Group (PPBG) of Ricoh Americas Corporation is dedicated to delivering state-of-the-art, high-speed production systems that provide efficient document workflows with high-volume production printing and finishing. Incorporating superior engineering, service, reliable technology, and extensive software and finishing options, PPBG helps production centers to cost-effectively modernize and streamline their operations to meet today's rapid turnaround and high-quality demands.

Ricoh Americas Corporation, founded in 1962, is headquartered in West Caldwell, NJ and is a subsidiary of the \$20 billion Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment.

Information about Ricoh's Production Printing Business Group can be accessed on the World Wide Web at [www.ricoh-usa.com](http://www.ricoh-usa.com).

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