

Straight Talk About Affordable Digital Color

Ricoh Digital Color—If you're ready to make a splash in your marketplace and grow your business beyond your wildest dreams, it's time for some straight talk about affordable digital color.



We know that today your business is focused on delivering a return on investment for every dollar that is spent. The days of mass distribution are gone. Every printed piece must have value.

The good news is you can now use digital technology to deliver that all important ROI while you're delivering an incredible variety of quality color documents. With the RICOH Pro C900 digital color printer, it's easier than ever to profitably enter the world of color. This exceptional machine turns out high-quality, high-speed color that exceeds your expectations and meets your bottom-line demands.

Finally, *Digital Color* *gets Affordable!*

- Low total cost of ownership
- Gain a competitive edge
- Extensive workflow solutions and finishing options
- Personalized printing made easy



Defy your greatest expectations.

The RICOH Pro C900 allows you to differentiate yourself with the ability to identify new opportunities that will increase your bottom line. The RICOH Pro C900 makes it possible for you to take on all kinds of new jobs that will add to your revenue stream, including:



- **Personalized direct mail campaigns**
- **Impressive color brochures**
- **Versioned newsletters**

Get productivity and performance that keeps pace with your business.

The RICOH Pro C900 was designed to provide the speed and productivity required to meet demands and generate more revenue. At 90 pages-per-minute, it keeps up with your on-demand pace and growing volume. Independently certified by the Rochester Institute of Technology for a wide range of media, the RICOH Pro C900 was built to seamlessly manage the applications you produce most:

- **Business cards**
- **Flyers and pamphlets**
- **Marketing materials**



Enjoy a true “print shop in a box.”

With the RICOH Pro C900 all of your color jobs come off the printer not as mere stacks of pages but as *full, client-ready documents*. Plus, a primary benefit of working with Ricoh is the number of variable data software options available for use with the RICOH Pro C900 through our alliance partners. We'll help you reach more customers with the ability to offer:



- **Web-to-print capabilities**
- **Applications for personalization and variable data printing**
- **Transpromo initiatives**
- **Integrated marketing campaigns**

And reliability you can count on.

Printing-on-demand doesn't allow for excuses or delays. Clients don't ask how many pages you can print per minute, but “When can I get it?” Now you can quickly produce finished documents in:

- **Photo-quality color**
- **Collated, folded, stapled, or with covers**
- **Tabbed and hole punched**

We built the RICOH Pro C900 to be one of the most reliable production printers in the marketplace today. With a robust, durable design, this machine is not only easily operated, but also extremely low maintenance.



The Bottom Line

Though you may not be ready to invest in a high-volume printing unit, you do need a system designed for the type of work you do now, as well as the work you will be doing in the foreseeable future.

The ability to offer a wider range of applications is what drives volume growth. *The RICOH Pro C900 represents something rare in the production printing world:* premium color printing that offers an intelligent system built for today and tomorrow.



Go ahead, make a splash in your marketplace!

Check out the fast and reliable RICOH Pro C900 today at
www.ricohtalkcolor.com



Printed on the RICOH Pro C900