Transitioning the Production of Premium Products to Inkjet Web

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Agenda

Transitioning the Production of Premium Products to Inkjet Web

- Review of the market requirements
- Overview of technical challenges moving premium products to inkjet web
- Engineering and innovation to the rescue!
- Results

40+ years of inkjet innovation
Reasons for Business Growth

Why do you think your business has grown?

- We have expanded our service offerings: 62%
- We have invested in more efficient equipment: 52%
- We have invested in sales and marketing: 40%
- The demand conditions have improved: 31%
- We have invested in software to increase automation: 31%
- We have specialized on niche segments/applications: 26%
- Changed our pricing strategy: 19%
- Other areas: 4%
- Don’t know: 2%

N = 90 Respondents whose business revenue has increased in the past 5 years or is expected to increase in 2017

Source: U.S. Production Software Investment Outlook; Keypoint Intelligence – InfoTrends 2017
Quality Drives Color Inkjet Growth

U.S. & W.E.: 10M+ Color Duty Cycle Segment

A4 Impressions (Billions)

- Transaction, Other
- Books
- Direct Mail
- Magazines, Newspapers
- Catalogs
- Brochures

Total CAGR: 13%

- 33% CAGR
- 9% CAGR

Source: U.S. and W.E Digital Production Printing Application Forecasts; Keypoint Intelligence – InfoTrends 2017
Inkjet and Print Applications

- Newspapers
- Manuals
- Brochures
- Greeting Cards
- Catalogs
- Photo Books
- Direct Mail
- Books
- Uncoated
- Calendared
- Light Paper
- Matte
- Gloss

Other Aspects
- Black & white applications
- Paper weights
- Data-rich applications
- Impact of print volume
- Speed/throughput
Two New Advanced Technologies

New inks and exclusive drying technology make it possible print on offset uncoated and coated papers, without priming or pretreatment

- Extended gamut inks = Increased ink saturation and expanded color gamut
- Dryers thoroughly set the ink on the paper at high speed, without slowing workflow
- Customers will realize lower costs and increased application flexibility
New Extended Gamut Inks

- No need for priming or post-treatment
- Aqueous based pigment inks
- Increased color gamut (95% ISO Color Space)
- Low water content/high colorant ratio
New Advanced Dryer Technologies

More efficient air knives • Exit unit with internal chiller rollers • Cockling correction technology

Same footprint as Pro VC60000

Heat Drum

Small Heat Roller
Paper cockling occurs in a variety of printing technologies, even offset presses. The RICOH Pro VC70000 contains new technology to address this:

- Utilizing smaller diameter heat rollers, that are 80% smaller than our previous technology.
- As paper is wrapped around small diameter heat rollers, tension and heat combine to effectively “iron” the paper.
- This “ironing” process is repeated 10 times in each engine, which prevents re-cockling as the drying process completes.
A Platform for Transitioning the Production of Premium Products to Inkjet Web

RICOH Pro VC70000

- High Volume Offset to Digital Applications
- **NEW** Aqueous Pigment Ink
- Additional Fluids
- Up to 500 Ft/Min & 400 ft/min on Offset Coated Papers
- Up to 1200 dpi
Your business. Our leadership. A world of possibility.

RICOH
imagine. change.