

PRESS RELEASE

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GIRL SCOUTS OF WISCONSIN SOUTHEAST FOCUS ON GROWTH WITH RICOH PRO C900

Digital Imaging System Enhances Productivity and Color Output Quality

West Caldwell, N.J., November 2, 2009 – The Production Printing Business Group (PPBG) of Ricoh Americas Corporation today announced that the Girl Scouts of Wisconsin Southeast, which serves more than 28,500 scouts in more than four counties, installed the RICOH Pro C900 in the print shop located at the organization's base in Milwaukee to help improve the Girl Scouts' image through high-quality communications materials.

When the print shop was established several years ago, it featured a small offset press. Later, the shop went digital and purchased a Ricoh black-and-white production copier along with a small Ricoh color printer. Faced with exploding growth of both membership and staff, the print shop had to outsource nearly all color printing. However, increased cost in outsourcing all color projects led the organization to the decision to bring all printing, including color materials, in-house which required an equipment upgrade. The Girl Scouts looked at several brands, but the organization's long-standing relationship with Ricoh, combined with the advanced capabilities of the RICOH Pro C900 made Ricoh the natural choice.

“The RICOH Pro C900 is the right fit for us. It is affordable, the color is true and the customer service is excellent,” said Amy Drezka, director of information services for the Girl Scouts of Wisconsin Southeast. “In spite of coming from a very small environment, quickly moving into a larger organization, and having to meet new high-capacity needs for production, we were able to do it easily with this machine, which for us, has been huge.”

Almost immediately after the RICOH Pro C900 was installed, the Girl Scouts of Wisconsin Southeast realized cost savings, improved their color output quality and increased their productivity. Taking advantage of the Pro C900’s ability to print at 90 pages per minute (ppm), the Girl Scouts are now quickly turning around a variety of items with runs from 50 to 20,000 including membership certificates, training materials and solicitation letters.

“The Girl Scouts of Wisconsin Southeast is a great example of customers who are experiencing growth, and require solutions that not only accommodate present conditions but can anticipate future needs,” said Carl Joachim, vice president of marketing, PPBG, Ricoh Americas Corporation. “The RICOH Pro C900 is one of many solutions we offer to our customers that maximize output and increases quality.”

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

About Girl Scouts of Wisconsin Southeast

Girl Scouts of the USA is the pre-eminent leadership development organization for girls. Girl Scouts of Wisconsin Southeast (GSWISE) serves more than 28,000 girls and is the leading authority on girls’ healthy development.

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

For more information, visit www.gswise.org, or call 1-800-565-GIRL (4475)

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.

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