

Ricoh launches Gold and Silver toners to add luxurious look to printed communications and support growth of graphic arts innovators

Ricoh Europe, London, 01 June 2021 – Graphic arts specialists can increase their revenue and attract new clients by broadening their product range with Ricoh’s new Gold and Silver toners. The exciting additions significantly enhance digital print enhancement capability as brand owners increasingly look for differentiation and cut through in their printed communications.



(Left) Silver only (Right) CMYK & Silver

Developed for the fifth colour station on the [Ricoh Pro™ C7200X](#) digital colour sheetfed press, the toners deliver great visual impact for high value added print. The additional colours transform a broad range of applications from catalogues, posters, flyers, direct mail, and brochures to business cards, greetings and Christmas cards, tickets, invitations, certificates, and packaging.

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The new toners are retrofittable, enabling existing users to expand the capabilities of the Ricoh Pro C7200X presses they operate today.

Eef de Ridder, Vice President, Graphic Communications Group, Ricoh Europe, says: “The Gold and Silver toners are being launched to meet evolving client needs in an ever-competitive marketplace. Graphic arts innovators are rightly looking for stunning digital print enhancement capabilities that quickly and cost efficiently help print stand out. These new toners enable the responsive production of a wide range of value added print with a gorgeous and special feel. As a result, commercial printers can help brands and designers open up exciting opportunities with highly creative jobs complete with a gold or silver wow factor.”

The Gold and Silver toners will be available in Europe from July.

For more information visit www.ricoh-europe.com.

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| About Ricoh |

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter.

With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).

For further information, please visit www.ricoh-europe.com

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