
Are you ready for 2022?

By Eef de Ridder, Vice President, Graphic Communications Group, [Ricoh Europe](#)

Ricoh Europe, London, December 15, 2021 — 2021 was not the year of recovery we had hoped it would be which is what makes everyone's achievements during the past 12 months even more admirable.

Survival itself was a tough enough challenge for most. Navigating previously uncharted market pressures and adapting to fast changing demands was, at times, all consuming.

While facing unprecedented headwinds, some were even able to successfully develop their operations putting them in a strong position for 2022.

It seems that fortitude will still be required as we move into the New Year.

Several pressures are set to remain, with supply chain issues and country-specific changes dictated by the pandemic and the new variant creating ripples of disruption and uncertainty.

But we have learned to be more adaptable.

These past two years have shown that we are all able to make changes, solve problems, and redefine our businesses. These possibilities are made easier when we work together, share knowledge and insight, and take a proactive approach.

At Ricoh our focus on collaboration led to the creation of our [EDGE](#) consultancy. It continues to expand, and this year introduced sustainable business growth guidance. See how it is helping operations like Healeys Print Group redefine the way they work [here](#).

We staged our [Interact](#) to offer RICOH ProcessDirector™ users exclusive access to industry insights, virtually participated in [Tecnau's](#) Spring Forward showcase and shared our next steps in digital textile printing evolution at [Innovate](#). At the latter we announced our partnership with [Aeoon Technologies](#), the leading developer of Direct to Garment (DTG) digital print systems for the worldwide industrial textile market.

Exciting technology developments were launched such as the [Pro Scanner](#) (RipSO) available for [Ricoh Pro™ VC60000](#) and [Ricoh Pro™ VC70000](#) high speed inkjet devices: it enables production printers to continually improve by leveraging advances in artificial intelligence and machine learning. And there was the latest iteration of [FusionPro](#) that has made highly targeted customer communication quicker and easier for campaign creators. While Ricoh recently reached the milestone of the 1000th colour sheetfed engine ordered in the Middle East.

We unveiled the Matte Fuser Assembly unit and the new [Auto Colour Diagnosis](#) (ACD) capability on the Ricoh Pro™ C9200 colour sheetfed press and presented the new [Gold and Silver](#) toners for the Ricoh Pro™ C7200x five colour colour sheetfed press. We also shared how [Touch7](#) delivers a neon lift for digital communications, and celebrated a year in print with the incredibly complex and stunning [Fedrigoni 365](#) project.

As a global organisation we received substantial recognition for our commitment to environmentally considerate operations. We achieved [The Dow Jones Sustainability World Index](#) recognition for the second consecutive year - this time as the top-scoring company in the Computers & Peripherals and Office Electronics industry and our approach to Environmental, Social, and Governance (ESG) practices were [recognised](#) in the FTSE4Good, FTSE Blossom Japan, and the MSCI Japan Empowering Women Indices.

I am proud that, despite the challenging times, we were able to support our clients, develop services and solutions as well as continue to shape our operations sustainably. I look forward to building on those achievements in 2022.

When you look at what you achieved this year what are you most proud of? How do you see that momentum continuing next year?

I am sure we have all grown in more ways than we thought possible and look forward to building on that knowledge and experience as we ready ourselves for a fresh New Year.

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Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT

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services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 2,008 billion yen (approx. 18.5 billion USD).

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