

Connecting the digital dots at Hunkeler InnovationDays

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

Ricoh Europe, London, February 28 2025 – The connection theme of Hunkeler InnovationDays 2025 was one that resonated strongly for us at Ricoh.

Opening its doors just a few months after our very successful drupa we were able to extend the conversations around the end to end connectivity of high speed inkjet.

Visitors who came for the game changing technology developed for our RICOH Pro™ VC80000 and the first European showing of the RICOH Pro™ VC40000 saw how our suite of automated workflow solutions, including RICOH TotalFlow BatchBuilder™ and RICOH ProcessDirector™, enable smooth and streamlined production as well as elevated efficiency.

They were able to explore the new Ricoh Predictive Insight automated workflow solution that measures and reports real time information, enabling operations to make decisions that have an immediate impact.

They watched how production could be connected with the Pro VC40000 demonstrating book production inline with a Hunkeler plow folding finishing solution. The blocks were then finished on the nearby Horizon stand.

Both high speed inkjet systems offer enhanced automation, that maximises productivity and elevates sustainable production. This is something we expect to see increased interest in especially following Smithers' recent report [The Future of Digital Versus Offset Printing to 2029](#). It states digital printing is taking a greater share of production volumes in segments including books and advertising. Currently valued at E165.5 billion in 2024, the market is forecast to grow 4.8% CAGR between 2024 and 2029.

Also, with sustainability in mind we were excited to share our powerful Co-innovation story of green gift cards produced on RICOH Pro™ C9500 technology. Its ability to print on high caliper paper based stock up to 800 microns enables brands and card producers to move

away from PVC. This reduces the associated carbon emissions by as much as 90% per card.

Interest in solutions was not determined by their size with the small RICOH Auto Color Adjuster proving to be a big star. Its ability to quickly create ICC profiles for inkjet, toner and offset print can be a real time saver for busy production environments.

Providing a taste of the high quality, vibrant, and limitless applications that can be created with the systems on show was the always busy applications bar. It prompted detailed conversations that will no doubt inspire clients to open new possibilities.

Igniting conversations too, was my colleague Juergen Krebs, Software Sales Manager, who discussed the show's theme of connection as part of a panel discussion at the DOXNET conference.

We were also able to connect with valued clients, old and new, at our fantastic VIP event where Gavin Jordan-Smith, Ricoh's global Chief Sales & Strategy Officer, presented on the opportunities AI presents for us all; and Christian Haneke, from Sattler Media in Germany, reflected on his Co-innovation journey with Ricoh that has led to two Pro VC80000 systems .

Hunkeler InnovationDays has been a great opportunity to share our philosophy of HENKAKU, or Transformational Innovation, and Co-innovation, and we look forward to continuing that, and building greater connections, long after the show has closed.

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Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimize business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organizational capabilities nurtured over its 85-year history. In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD).

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It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realize a sustainable future.

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