

Say hello to olo

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Ricoh Europe, London, June 6 2025 – What colour would you call this? Well, this is very close to a newly discovered blue-green hue, curiously called [“olo”](#).

[Researchers](#) in America revealed it after laser pulses in their eyes stimulated specific cells in the retina.

One of the researchers has claimed that olo is "more saturated than any colour that you can see in the real world". However, the biology of the human eye means that the colour olo cannot be seen by a person's naked eye in the real world without the help of specific stimulation. The chief benefit of the discovery appears to be that the results could potentially further research into colour blindness.

Colour accuracy and consistency are the cornerstones of high quality print which is why getting them right is so important – even when they are brand specific, or in this case, brand new.

Advanced colour management and colour matching is vital for Print Service Providers (PSPs) who need to meet the increasing demands of colour critical clients.

The ability to confidently and repeatedly produce colour reliably across all applications can make the difference between winning and losing work.

Supporting peace of mind for PSPs of all sizes and types is the hugely popular [RICOH Auto Color Adjuster](#) that enables fast and precise colour matching from digital images, existing printed products, and both digital and offset printers. It replaces subjective visual checks with industry standard colour verification.

Quick colour adjustment with the automated creation of ICC profiles delivers consistent results while colours are easily matched on multiple units by using profiles.

The system enables significant time savings by eliminating the need to manually adjust press colour to meet print buyers' demands.

It cuts the costs of trial and error or trouble shooting.

It reduces the need for hard to find skilled labour or the employment of a colour expert.

With practical limits on colour capabilities eliminated, PSPs can confidently work with all clients and job types with the colours we know, and be ready for those yet to be discovered.

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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 optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD).

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

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