# Ricoh Launch Announcement

**April 2016**

## OVERVIEW

**PRODUCT NAME:**
Ricoh Select Series
Remanufactured Products

**AVAILABILITY DATE:** April 15, 2016

**Pricing (MSRP):**

Aficio MP 2852 RSS Bundle - $4,305
Aficio MP 3352 RSS Bundle - $5,345
Aficio MP 4002 RSS Bundle - $6,625
Aficio MP 5002 RSS Bundle - $8,529

**SALES COVERAGE:**
All Sales Reps

**TOOLS/RESOURCES:**
Products are posted in RWorld

Visit RWorld for all product materials.

**SOLUTION CENTER:**
Contact the Solution Center Help Desk for any questions or support:
1-877-884-4566;
Technical question on Software or Solutions (prompt 1),
Technical question on Hardware (prompt 2),
All other requests (prompt 3).
Customer Support@ricoh-usa.com

## Ricoh Select Series - New Product Additions

RICOH USA, INC. is pleased to introduce the addition of four new products; the **MP 2852, MP 3352, MP 4002** and the **MP 5002** to the current line-up of Ricoh Select Series remanufactured office equipment. Developed to satisfy the needs of our more cost conscious customers, the new Ricoh Select Series offers MFPs with "like-new" technology without the new price tag and delivers an outstanding price performance value for workgroups, departments or small businesses with budgetary constraints.

### PRODUCT OVERVIEW:

Ricoh Select Series Remanufactured Equipment is virtually indistinguishable from its newer counterparts as far as appearance, output quality and reliability are concerned. The Ricoh Select Series features the latest versions of all necessary software and hardware components and is backed by the same service commitment that we provide to our factory-new equipment solutions. All Ricoh Select Series are remanufactured using a carefully controlled ISO 9001-2008-certified process to help meet high customer performance expectations at lower price points. These units go through an extensive remanufacturing and cleaning process that replaces all high-wear components and adjusts the units back to their original factory specifications. Ricoh Select Series reflects Ricoh's commitment to a more efficient, ecologically friendly product life-cycle that minimizes the impact on our environment.

### KEY BENEFITS:

- **COST:** Minimizes your customer's document production costs – offering a less expensive product than equivalent new devices.
- **QUALITY:** remanufactured equipment utilizes the best in selected parts including the latest hardware and software advancements for the particular model which are all processed under strict ISO 9001:2008 requirements.
- **SUPPORT:** Ricoh is committed to providing the same level of service to our remanufactured equipment that we provide to our new equipment.
- **RELIABLE:** Select Series models are selected from and based on proven models with a successful track record of reliability and performance.
- **COMPREHENSIVE:** B&W MFP model selection offered in speeds from 28-ppm to 50-ppm.

### POSITIONING:

The Ricoh Select Series Remanufactured products provide customers with a practical, cost effective alternative to purchasing a brand new, high end document solution.

# Ricoh Launch Announcement

## Ricoh Select Series Remanufacturing Highlights

- Ricoh chooses selected models with proven track records and low meter readings.
- Certified technicians apply an extensive cleaning and reconditioning process to each device, replacing all high wear components and adjusting units back to original factory specifications.
- Panels are repainted to give the unit a “like-new” appearance.
- Units are packaged using new equipment standards.
- Ricoh’s remanufacturing facility is certified to the ISO 9001:2008 quality management and ISO 14001:2004 environmental management systems.
- Ricoh is a supplier of UL-listed remanufactured products.
- Finished products are stocked at designated distribution centers.

## Optional Features

- Ricoh Select Series products come pre-configured and have limited additional available options (please see your price list for available options).
- Select Series products must be ordered with a finisher.

## Equipment & Aftermarket Pricing:

Equipment and Aftermarket pricing can be found by accessing RQuote.

## Sales Training:

Sales training materials and the product certification exam are available on the Ricoh Learning Institute website at https://ricohusa.csod.com

## Service Training:

There is no special additional training required for the Ricoh Select Series Remanufactured products as the product information is currently available on the TSRC website.

If you have any questions regarding this or any other training, please visit the Ricoh Learning Institute web site via RWORLD https://rworld.ricoh-usa.com or contact them directly at (973) 882-2200.

RICOH