



Workshop: Grow Your Business with Specialty Color

RICOH Pro C7100X Series and the RICOH Pro C7200X Series Graphic Arts Edition

Ricoh **5th** *Color Station*

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Differentiate Your Business.

Learn how to stand out from the crowd by leveraging the 5th Color Station capabilities of the RICOH Pro C7100X Series and the RICOH Pro C7200X Series Graphic Arts Edition.

Are you...

- Setting yourself apart from the competition?
- Interested in new business opportunities?
- Struggling with adopting or marketing specialty color?
- Keeping up with trends in the print landscape?

The Grow Your Business with Specialty Color workshop is an interactive, on-site workshop led by your local Ricoh Solution Engineer. Gain a clear understanding of the opportunities made possible by the 5th Color application capabilities of your RICOH Pro C7100X and RICOH Pro C7200X Series. The workshop will explore ways to position clear, white, neon and invisible red toner as well as specialty substrates to provide real value to your customers — that translates into real profit for you.

The workshop is designed to help you accelerate your sales cycles with prospects and grow print volume. Owners of any Ricoh 5th Color Station Digital Press will benefit from strategizing about new applications designed to increase printer utilization, grow business and bring in new net revenue, maximizing ROI.



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Go Beyond Basic.

The way to change how you sell print is to elevate it.

Delivered in one full day or two half-days, Grow Your Business with Specialty Color is a two-part, workshop deliverable. The first part is titled "Stand Out from the Crowd" and the second is "How to Wow!" The goal of these sessions is to help you adopt, market and design using the specialty color capabilities of your RICOH Pro C7100X or RICOH Pro C7200X Series digital press.

Attendees will receive an overview of the current print landscape and complete brainstorming exercises. You will also have access to an exclusive, specialty cost and revenue calculator to estimate your new net revenue. Gain the necessary tools to design and print sample jobs to attract new customers and expand the solutions you offer to your existing customer base.

Note: Specialty Cost Calculations are based on assumptions, may not represent actual use or yields and are used for job estimates only. Ricoh does not warrant financial or performance measures. Your results may vary.





The Agenda.

⊕ Today & Beyond

It's a whole new playing field where new opportunities, specialty substrates, high-value applications and increased profits are now easily within your reach. Data indicates customers are willing to pay a premium for digital print enhancement.

⊕ Growth Applications & Opportunities

Ricoh assists attendees with identifying key applications and prospects for specialty color while helping them calculate ROI.

⊕ What Others Are Saying

Informative testimonials from Ricoh customers demonstrate the impact their Ricoh 5th Color Stations have had on their businesses and how they have been instrumental in fueling growth, expansion and entry into new markets.

⊕ Tools to Help You

Our specialty tool helps you calculate the cost of each job and estimate potential new net revenue.

⊕ The Stand Out From the Crowd and How to Wow Workshops in Action

Attendees will identify specialty color prospects, along with designing and printing tailored go-to market samples for their customer base.

The Impact.

What will you walk away with?

Leave with a strategy and the materials to implement your own successful game plan. You'll have a framework for marketing the applications of your RICOH Pro C7100X Series and RICOH Pro C7200X Series 5th Color Stations to existing and prospective accounts for white, clear, neon pink, neon yellow and invisible red toner on specialty substrates.

Take it from someone who knows.

"Our range of clients has truly expanded since we installed the RICOH 5th Color Station Digital Printing System. Our customers couldn't believe the quality and detail we were able to bring out in their product photography. We're doing the work we've always wanted to do, and we're more profitable than ever. And I'm loving it."

– *Nathaniel Grant, GAM Graphics and Marketing*





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