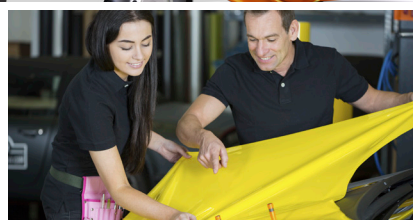
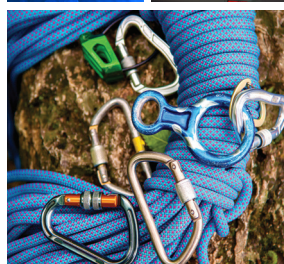
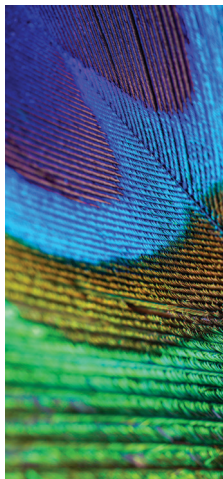


Sign and
Graphics
Professional
Services



Sign and Graphics
Professional Services

From finishing to marketing and design, we offer a complete series of in depth training that maximize your operations.

Take a **look** at Ricoh Production.



Sign and Graphics Professional Services.

Success is not a solo activity — it takes a team.

In the print industry longevity and profitability directly correlate to staying ahead of the curve with innovative offerings and by ensuring that workflows operate at peak performance.

As the wide-format market continues to expand and the range of applications grow more diverse each day, Ricoh Sign & Graphics Professional Services is designed to help you strengthen your capabilities and make the most of your equipment, regardless of brand.

Our team of seasoned industry professionals have been there and now they're here for you. Drawing upon decades of real-world experience in all aspects of wide-format, they match systems to strategies, and enhance skill sets to meet best practices. That's what makes Ricoh so unique. Together we will uncover efficiencies and create new opportunities to help your business get to the finish line faster.

opportunities

go big

Create new opportunities for your business.



ADA Compliant Signage Program

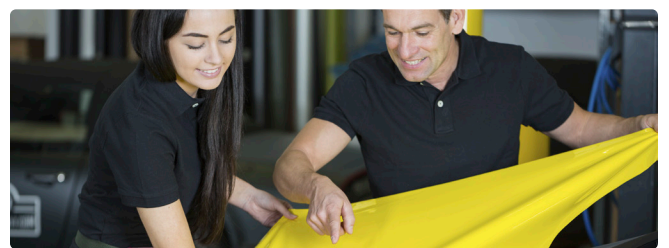
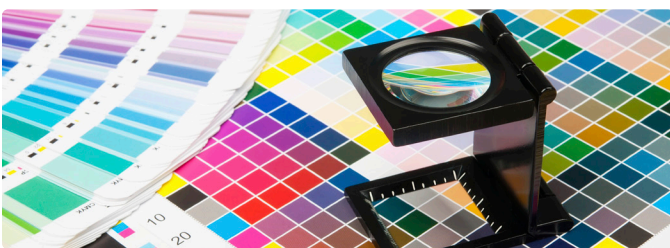
Print providers who want to improve the lives of those with vision loss must meet standards and regulations in order to comply with the law. This program leverages our years of expertise to help you produce signage that exceeds these standards.

- A study in federal, state and local government compliance
- Training that encompasses concept to finished product
- Bring added value to signage
- Explore materials and topic of acquisition and utilization

Media and Applications

Media is the predicate for all applications and is the second largest expense after labor cost. All sign and graphics customers can benefit from this course, covering tips and guidelines regarding material selection based on application, which material to stock and how to minimize inventory concerns.

- Start with the finished product and work back to the device
- Identify new market opportunities and add new products
- Strategically ensure profitability and optimize media inventory
- Reduce waste and costly errors associated with poor media utilization



Profiling Services

Due to the limited selection of profiles currently available, wide-format print providers have a need for media profiling services. Custom profiles written for specific devices will always perform better than general profiles provided by the media manufacturer. Ricoh has the experience and expertise to support all industry standards and all manufacturers to write the custom profiles that will ensure the highest quality of your output.

- Implement, teach or provide subscription-based profiling services
- Reduce ink consumption and set correct ink limits
- Establish stable, repeatable and consistent color

Installation Services

Print providers looking to provide additional services and increase revenue streams will benefit from this course. Through hands-on training we'll demonstrate how to expertly install graphics for virtually any application. However, if your needs are to hire out installation services, our team of installation professionals and project managers can provide site surveys with an attention to detail that is the core of our business.

- Wall and floor graphics installation
- Full and partial vehicle wraps
- Recreational and fleet graphic installation opportunities
- Installation services, either direct or broker services

expert insights



Architectural Finishing Services

This program introduces architectural and grand format signage to your business. It provides the skillset needed to offer this host of new services that go beyond traditional print. Examples include monument and architectural signage, back-lit, building wraps and grand format signage. Our team is prepared to teach the intricacies of 3D routed signs using High Density Urethane materials that provide permanent signage opportunities.

- Explore commercial, residential, retail, architectural signage products
- Review architectural design elements for indoor/outdoor applications
- Learn 3D routing techniques



Sign and Graphics Business Literacy Program

This program is developed for customers who have entered the Sign and Graphic market for the first time. Whether you are a new franchise owner or an independent newcomer to the world of wide-format, we'll outline and implement a business model that is proven sustainable and profitable.

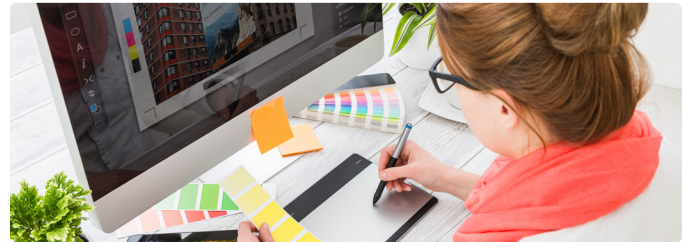
- From job ticket to invoice, establish business processes that maximize efficiencies
- Identify and define applications/products that your new business should provide
- Optimize all P&L considerations for your new business
- Outline vendor management programs



Business and Product Development

Equipment is only one component to achieving success. You need a solid strategy that includes must-have market knowledge to align your customer's needs with your new investment. This course provides a customized analysis of your current operations capabilities and strengths. These strengths will then be aligned with vertical markets that your business is best positioned to serve.

- Target new verticals with a more focused product offering
- Undergo an industry analysis both self and competitive
- Develop new go-to-market strategies



Design for Wide Format

Establish the design skills required when transitioning from sheet-fed to wide-format, or when new product offerings are desired. This course ensures that you can achieve the best possible output, while utilizing the best design practices.

- Learn how to design using Color-Logic tools to create high-value applications
- Utilize specialty ink including white, silver, clear and primer
- Understand texture printing, design aesthetics and day/night design

Experience the **strength.** Explore the **possibilities.**



Marketing Services

This program is designed for print providers who wish to offer products that complement their traditional print services. Augmented Reality, premiums and promotional marketing applications are just a few offerings that will be introduced as we explore the new services that will extend the revenue possibilities of traditional and wide-format print.

- Manufacture custom jigs for marketing products i.e. pens, thumb drives, phone cases
- Include Augmented Reality as a service associated with signage for way-finding, or pop-up marketing
- Add services via Market Consulting associated with “connected” print and signage



Continuing Education Program

Continuing education for the Sign and Graphic industry is presented in many formats and covers a broad range of specialty interests. Scenarios for continuing education include:

- A measure of caution in the event of employee turnover
- When supplemental training is needed for advanced or enhanced workflows
- Customers in need of new product development
- Customers who require short-term on-site support



Décor Services

Through hands-on training for designers, operators and sales staff, this program is designed to form an understanding of the décor market. Décor goes beyond textile and fabric printing. Every surface is a potential art board. Our consultants share the skills necessary to establish a business within this growing specialty print segment.

- Commercial, residential, POP, retail, events and exhibit opportunities revealed
- Discover architectural design elements to create the calming environments being sought after by hospitals and other wellness facilities
- Comprehensive training includes design, pattern making, media selection, installation and marketing practices



Sign and Graphics Environmental Sustainability

There is a lot to consider when it comes to implementing sustainable solutions. From energy efficient compact fluorescent bulbs and expanded recycling programs, to “green” media and printing processes, it is one of the most discussed topics in the industry. It’s also quickly becoming a customer requirement in order to win large bids. Our services will show you how to lower your carbon footprint and improve the environmental health and sustainability of businesses and communities in your area.

- Discover areas of opportunity and workflow optimization to reduce waste and conserve energy
- Learn how to utilize and implement best practices focusing on employee and planet health
- Define and create sustainable products for new avenues of revenue



Traditional Finishing Services

Every wide-format print provider is a custom manufacturer of a product; finishing is a must-have when creating a sellable product. Producing a finished banner, or stretching canvas for fine art requires an understanding of the different skillsets needed to make a high-quality finished product. Our team of industry experts can deliver the know-how that makes ordinary products extraordinary.

- Go from concept to finished product - make vs. buy
- Find new revenue opportunities and product offerings
- Develop new laminating, embellishing, routing, cutting, welding and digital finishing skills
- Establish an effective finishing workflow



Packaging and Display Training

In the age of digital print transformation, packaging and display products are excellent instruments to launch new offerings desired by today's buyers. This program establishes the necessary skillset to bring packaging and displays in-house. Our consultants will help optimize every aspect of the design and manufacturing process.

- Create unique and custom products that meet your customer's needs
- Produce custom packaging to meet any application, large or small
- Establish a competitive advantage with unique offerings; i.e. ProtoPackaging, Luxury Packaging
- Build post production added value for your customer's goods



Wayfinding Signage

Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space. This program focuses on common opportunities, as well as creating unique solutions using RICOH Clickable Paper™ to drive audiences to websites, videos, collateral and more, by scanning images with the mobile app.

- Learn about this growing and essential component of the wide-format sign and graphics market
- Create custom signage, utilizing a variety of materials and design elements
- Generate RICOH Clickable Paper products to increase the value of wayfinding signage



Get ready to set new goals
and reach new heights.



Certified Operator Program

A hands-on operator training program, led by our industry consultants, on-site in your facility. They will deploy instructor-led training, reference materials and educational activities with minimal disruption to your day-to-day operations. Our tailored approach forges best practices for your production needs and helps identify new products for your portfolio.

- Second tier training/certification for equipment and software
- Improve performance and productivity for both operator and equipment
- Realize increased uptime when applying these advanced practices



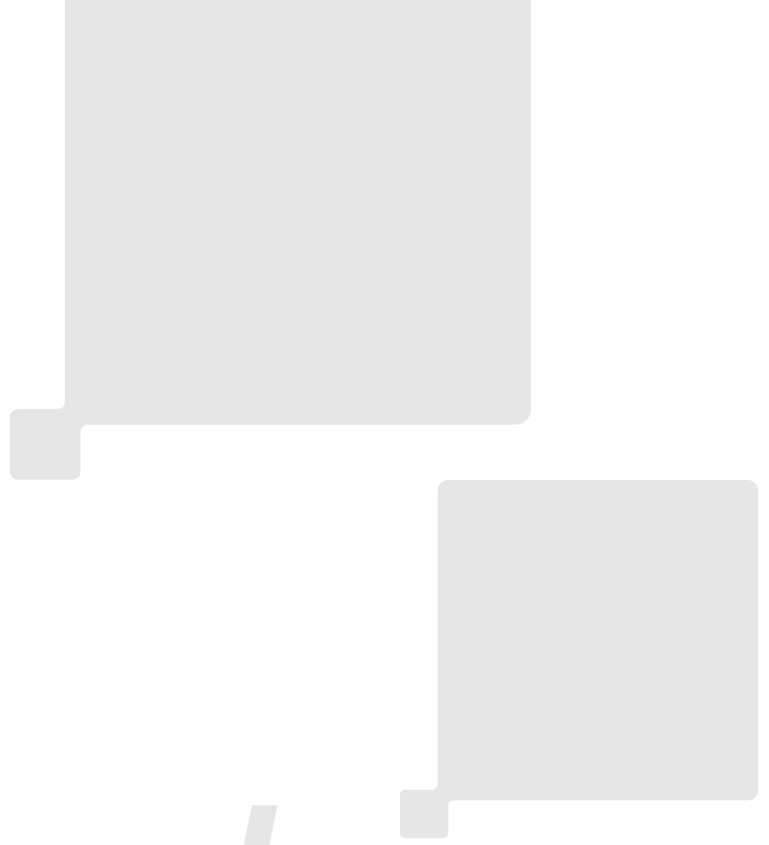
Industrial Print Services

Structured to prepare you for the “next” business opportunity within this emerging and rapidly growing segment, this program addresses skills required for industrial inkjet, 3D printing, laser engraving, membrane printing, ceramics, glass, flooring and more. It introduces customization to a print segment best known for screen and pad printing.

- Incorporate printing direct to substrate
- Introduction of non-print technologies like laser engraving
- Support for 3D Print workflow and file creation
- Get direct-to-shape printing capabilities on promotional items

For more, visit [TakeaLookatRicoHProduction.com/wide-format](https://www.takealookatricohproduction.com/wide-format) or to speak with a Ricoh specialist about your business, email us at contact@takealookatricohproduction.com.

Our focus is on
your future.



*stand
out*

RICOH
imagine. change.

www.ricoh-usa.com

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