

Rewards Reseller Program

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**Creating Profit and
Value for Resellers**

March 2017





Overview

- Ricoh & the Rewards program
- Creating Profit Opportunities
- Adding Value for Resellers
- Affordable Printers & Projectors





About Ricoh

- Founded in Japan in 1936
 - Over \$20B in annual revenue
 - Focused on optics & information
- Investing in Innovation
 - Annually among the top 25 in US Patents
- Committed to Quality
 - Only company to have 2 Deming Awards
- Environmental Leader
 - Recognized for environmental and sustainable business practices



Wireless ultra-short throw projector / whiteboard



360° still & video camera



1,716 unique color prints / minute!



Authorized Distributors

- Rewards applies only to purchases from the 9 Ricoh authorized distributors
- Specialty distributors:
 - Essendant, Rosetta, & Shoreview
- Broad line distributors:
 - Carolina Wholesale, D&H Distributing, Ingram Micro, Supplies Network, Synnex, & Tech Data



Creating Profit Opportunities





Rewards Discounts

AUTOMATIC

Product Type	Up-front	Gov / Ed / Med	Demo / Trial
Printers & MFP	3%	3%	50% off MAP
Printer accessories	0%	3%	50% off SRP
AV product	3%	3%	30% off MAP
AV accessories	0%	3%	30% off MAP
Supplies / Warranties	0%	3%	No



Quarterly Rebate



- Rebates are based upon distributor POS
- Checks are automatically calculated and sent!
- Rebates are based upon sales (at a % of SRP)
 - Printers and accessories are credited at 82% of SRP
 - AV product and accessories are credited at 50% of SRP
 - Supplies and warranties are NOT credited towards rebates.

Quarterly Rebate	Gold	Platinum	Diamond
Back-end Rebate	4%	7%	10%
Quarterly Sales	\$7,500	\$25,000	\$75,000



Spiffs & more

- Spiffs via www.RicohRoyalties.com
 - Paid via a debit card for sales of Ricoh product
 - Paid to sales reps of Ricoh Rewards members
- Royalties quarterly BONUS drawing
 - Usually 5 winners are drawn for \$100 each
 - Entry is automatic with spiff



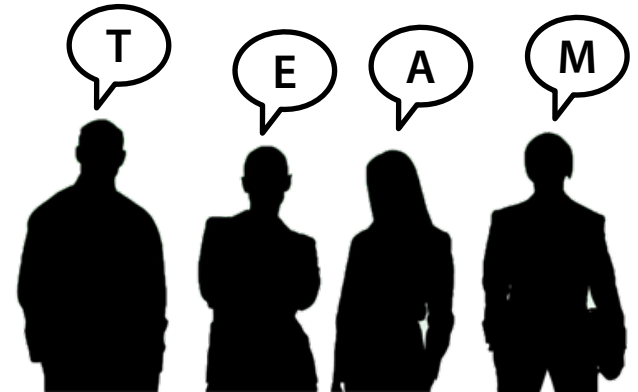
Adding Value





Sales & Marketing Support

- Channel account manager
- Technical solution consultants
- Sales & marketing materials via DocMall
- Printed literature via Ricoh Orders
- Recycling & trade-in programs





Lower CPP Saves Everyday

- Ricoh publishes CPP of every model
- Toner costs can be compared across brands by using ISO standards
 - ISO/IEC 19752 (mono) & ISO/IEC 19798 (color)
- Buyers Lab said (after testing),
 - “Incredibly low cost of ownership..31% lower than average” (SP C252SF)
 - “High-volume users can save approximately \$4,700 versus the competition, over 36 months” (SP C252DN)





Innovative Product

- Up-front cables & venting

- 3351 & 4241 series projectors



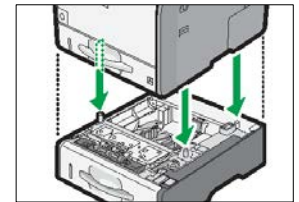
- Laser & LED models

- Provides up to 20k hours of service without bulbs.



- Easy Upgrades!

- Simply stack most paper trays. Plug-in IWB kit for PJ.



- Ultra Short Throw

- 7 foot image less than a foot from the screen





Collaborative Product

- Collaborate securely with one or many across a network using Ricoh projectors, interactive whiteboards, and video conferencing systems



- U.S. based tech support & warranty service



- 800-RICOH-38 – based in Tucker, GA
- Tucker is 1 of 18 Ricoh training centers



- On-site warranty & services

- Backed by 4500 Ricoh field service employees
- Not out-sourced to the lowest bidder!



- Advanced exchange warranty

- Replacement unit is shipped before the defective unit is returned

Affordable Printers





A4 Mono Printers

Legal / Letter	MAP	PPM	CPP	Warranty
SP 325DNw	\$140	30	3.0¢	AE
SP 3600DN	\$249	31	1.6¢	AE
SP 377DNwX	\$195	30	1.6¢	AE
SP 4510DN	\$599	42	1.1¢	On-Site
SP 5300DN(G)	\$999	52	0.5¢	On-Site
SP 5310DN	\$1,499	62	0.5¢	On-Site



325 / 377



3600



4510



5300 / 5310



A4 Mono MFP

Legal / Letter	MAP	PPM	CPP	Warranty
SP 325SFNw	\$250	30	3.0¢	AE
SP 3610SF	\$399	31	1.6¢	AE
SP 377SFNwX	\$365	30	1.6¢	AE
SP 4510SF	\$899	42	1.1¢	On-Site
MP 501SPF(G)	\$2,795	52	0.5¢	On-Site
MP 601SPF(G)	\$3,599	62	0.5¢	On-Site



325 / 377



3610



4510



501 / 601



A3 Mono Printers

Up to 11x17"	MAP	PPM	CPP	Warranty
SP 6430DN	\$1,399	38	1.4¢	On-Site
SP 8300DN	\$2,399	50	1.0¢	On-Site



SP 6430DN with 2
optional paper trays

SP 8300DN
with options





A4 Color Lasers

Legal / Letter	MAP	PPM	Color CPP	Warranty
SP C250DN	\$249	21	16.5¢	On-Site
SP C252DN	\$449	21	8.9¢	On-Site
SP C340DN	\$315	26	12.5¢	On-Site
SP C342DN	\$449	26	9.9¢	On-Site
SP C435DN	\$849	37	7.4¢	On-Site
SP C440DN	\$1,199	42	4.9¢	On-Site



C250 / C252



C340



C342



C435 / C440



A4 Color MFP

Legal / Letter	MAP	PPM	Color CPP	Warranty
SP C250SF	\$399	21	16.5¢	On-Site
SP C252SF	\$699	21	8.9¢	On-Site



C250 / C252 both include
WiFi, USB, & Ethernet



C250 / C252
with optional tray



A3 Color Lasers

Up to 11x17"	MAP	PPM	Color CPP	Warranty
SP C840DN	\$3,349	45	5.0¢	On-Site
SP C842DN	\$4,209	60	5.0¢	On-Site

C840 / C842 base model



C840 / C842 with optional paper feed units & finisher





Healthcare Printers / MFP

Healthcare	MAP	PPM	Features
SP 4510DNTE	\$759	42	Locking tray & security firmware
SP 4510SFTE	\$1,159	42	
SP 5300DNTE	\$1,599	52	Same as above plus Teflon® on trays for wristbands
MP 501SPFTL	\$3,615	52	



4510DNTE



4510SFTE



5300DNTE



501SPFTL

Affordable Projectors





Ultra-Short Throw

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Ultra-Short	MAP	Type	Lumens	Network	Lbs
PJ WX4152N	\$1,499	WXGA	3500	E & W	7
PJ WX4152NI	\$1,799	WXGA	3500	E & W	7



Provides a 4 foot image just 5 inches from screen.

Provides nearly a 7 foot image less than 10 inches from screen.

Available with or without internal IWB feature.



3rd Generation Ultra-Short Throw Projectors

First 2 generations earned PC Mag Editors' Choice Awards

Premium Portables

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Premium	MAP	Type	Lumens	Network	Lbs
PJ WX3351N	\$997	WXGA	3600	E & W	7
PJ X3351N	\$931	XGA	3500	E & W	7
PJ WX4241N	\$1,092	WXGA	3300	E & W	7
PJ X4241N	\$940	XGA	3300	Ethernet	7



3351 (Desk Edge)
Fan & connectors are up-front
Optional, snap-in, internal, IWB kit



4241 (Short Throw)
Large screen even 2 feet away.
Optional, snap-in, internal, IWB kit



Portable Projectors

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Portables	MAP	Type	Lumens	Network	Lbs
PJ WXC1110	\$689	WXGA	600	-	1
PJ WX2240	\$599	WXGA	3,100	-	6
PJ S2340	\$375	SVGA	3,000	-	5
PJ X2340	\$465	XGA	3,000	-	5
PJ HDC5420	\$929	HD	2500	-	7
PJ HD5450	\$1,140	HD	3500	Monitor	7
PJ WX5460	\$950	WXGA	4100	Monitor	7



PJ WXC1110
LED - 4 x 4 x 2"

PJ HD5450





Premium Features

Portables	MAP	Type	Lumens	Network	Lbs
PJ WX5361N	\$1,840	WXGA	4500	Ethernet	9
PJ X5371N	\$1,960	XGA	5000	Ethernet	9
PJ WXL4540	\$1,825	WXGA	3200	-	12
PJ XL4540	\$1,625	XGA	3000	-	12
PJ WU5570	\$2,099	WUXGA	5500	Monitor	14



4540
Laser – 20k hours – Short Throw



PJ WU5570
5500 lumens



Large Venue & Lens Options

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Portables	MAP	Type	Lumens	Network	Lbs
PJ X6180N	\$4,299	XGA	6000	Ethernet	17
PJ WU6181N	\$5,099	WUXGA	6200	Ethernet	19
PJ WX6181N	\$3,499	WXGA	6700	Ethernet	19
PJ WUL6280	\$9,499	WUXGA	6000	HDBaseT	40
PJ WXL6280	\$7,499	WXGA	6000	HDBaseT	40
PJ KU12000	\$15,095	WUXGA	12000	HDBaseT	52



6280
Laser – 20k hours



*Lenses sold
Separately.*



KU12000
Dual lamp - 12,000 lumens



Web Resources

AV / IT channel product	www.ricoh-usa.com/itchannel
Drivers & software	www.ricoh-usa.com/downloads
Marketing materials	www.docmall.com
Projector Sizing	www.ricoh.com/projector/simulator
Recycling & Environment	www.ricoh-usa.com/environment
Reseller program	www.ricoh-usa.com/resellers
Safety Data Sheets (MSDS)	www.ricoh-usa.com/msds
Sales incentives (spiffs)	www.ricohroyalties.com
Service & Support	www.ricoh-usa.com/itchannel/itc_support.aspx
Trade-In	www.ricoh.tradeups.com
Warranty registration	www.ricoh-usa.com/printer_registration

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