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For Immediate Release

## **Ricoh Unveils New Global Brand Message: *imagine. change.***

**Tokyo, April 2, 2012** – Ricoh Company, Ltd. (hereafter Ricoh) today announced the introduction of a new global brand tagline, ***imagine. change.***, to express its evolving brand presence around the world. The new messaging reflects a general shift toward services for Ricoh, which can be seen in the company's ever expanding services portfolio including its highly regarded MDS (Managed Document Services) and other advanced solutions.

"The ability to change is a key element of a successful business today," says Shiro Kondo, Ricoh President and CEO. "Technology is changing at an unprecedented pace, and there is increasing pressure for customers to change along with it. Those who cannot keep up will be left behind. At Ricoh, we are committed to helping our customers embrace change through innovation. That is what we mean by ***imagine. change.***"

Ricoh combines people, processes and technology to build information infrastructures that are faster, smarter and less expensive than customers envisioned. Through cloud computing, remote monitoring and other innovations, the company is also making information more secure, mobile and personal. Net result: organizations can collaborate and innovate like never before.

The global roll-out of ***imagine. change.*** highlights Ricoh's customer-centric philosophy: moving forward with new ideas and new ways of improving lives, driven by innovation. Ricoh helps companies and individuals transform the way they work and harness their collective imagination. ***imagine. change.*** is more than a new brand tagline – it's the essence of the Ricoh brand experience.

**RICOH**  
imagine. change.

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## | About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group, operates in more than 200 countries and regions. In the financial year ending March 2011, Ricoh Group had worldwide sales of 1,942 billion yen (approx. 23 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit  
[www.ricoh.com/about/](http://www.ricoh.com/about/)

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