

## **Ricoh Reinforces Thermal Paper Production in North America**

Responding to growing demand and accelerating expansion into the Latin American market

**TOKYO, June 5, 2013** — Ricoh Company, Ltd. (President & CEO: Zenji Miura) is to reinforce production line facilities for high value-added thermal paper products, to cater to growing demand in the North American market and pave the way for new market development in Latin America. Approximately 5 billion yen will be invested in new thermal facilities at the Georgia Plant operated by Ricoh's U.S. production subsidiary Ricoh Electronics, Inc. (REI), in order to double the company's annual production capacity in the U.S.

Ricoh is developing, producing, and marketing durable, high value-added thermal paper mainly for barcodes on food POS, home deliveries, medical supplies, and airline luggage tags and has earned a large share of the market in many regions around the world. All this is underpinned by Ricoh's advanced technologies, which strike a balance between high sensitivity to color at low energy and durability based on the company's many years of technical expertise in areas such as thermal fax paper. Having initially entered this field in the U.S. in 1985, Ricoh has continued to extend its reach steadily since then, and surpassed its target of securing a 50% share of the market in fiscal 2012.

Until now, the process of manufacturing thermal paper (face stock) and liner paper, and processing end product (adhesion and slit operation), has been split between REI's California and Georgia Plants. Following reinforcements to the production line however, the entire production process will now be handled by the Georgia Plant. This will enable significant improvements in efficiency and production capacity. Manufacturing thermal paper products entirely in North America, instead of making up shortages from Japan and other countries, will enable Ricoh to maintain steady supplies to existing markets and provide customers with faster service. Building on success in North America, Ricoh will establish a customer-oriented production and marketing structure, and accelerate expansion in the Latin American market, thereby tapping into anticipated growth in the future.

### <Outline of Reinforced Production Facilities>

Location: Ricoh Electronics, Inc. (Georgia Plant)  
1125 Hurricane Shoals Road, Lawrenceville, GA 30043  
Investment: Approx. 5 billion yen  
Capacity: Approx. 500 million m<sup>2</sup> annually  
Operational: June 3, 2013

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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 about 200 countries and regions. In the financial year ending March 2013, Ricoh Group had worldwide sales of 1,924 billion yen (approx. 20 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/)