Since being renamed Riken Optical Co., Ltd. in 1938 to represent its diversified business more accurately, the corporate name remained unchanged for a quarter century until April 1963 when the present name, Ricoh Company, Ltd., was adopted in recognition of the company reaching the key milestone of 10 billion yen in sales in the early 1960s. The company made a fresh start under the new name, aiming to make further quantum leaps.

Advertisement announcing the change of corporate name (1963)