

Since
1936

Company History

[Topics]



1936 - 1969

Starting out —entering the business machines field

1970 - 1984

Coining Office Automation acronym



In 1974, Ricoh launched the RIFAX 600S, the world's first high-speed office facsimile machine. In 1977, we coined the acronym Office Automation, for office automation. During the 1980s, we extended our office productivity support by rolling out a lineup that included computers and word processors, optical filing systems, and laser printers.

1985 - 1999

Driving digitization

2000 - 2009

Going global

2010 - Present

Creating New Value

Jan. 1970

Ricoh of America, Inc. was established in New Jersey

The global success of its hit products provided Ricoh with a stream of opportunities to form technological tie-ups with leading manufacturers in various regions. To facilitate these activities, we set up local affiliates in Taiwan, Korea, the USA and the Netherlands, raising the recognition of the Ricoh brand outside of Japan. The earliest of these was Ricoh of America, Inc., founded in 1970 as the headquarters for our activities in North America.



Ricoh of America, Inc. established in January, 1970

Related website

Ricoh USA, Inc.

<http://www.ricoh-usa.com>

Mar. 1970

Ricoh Pavilion appears at Japan Expo '70 with theme of "Better Vision for Humanity"

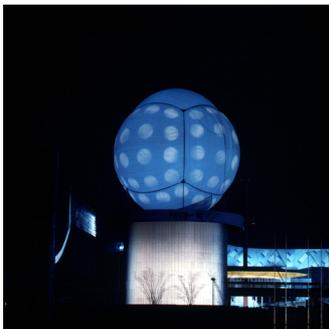
In 1970, Japan Expo '70, the first world's fair in Asia, was held in Osaka over 183 days starting from March 15. Ricoh participated in the event by setting up a pavilion, which was created fully utilizing its technological achievements and in line with the exposition's overall theme of "Progress and Harmony for Mankind." Our extraordinary exhibition feature a host of unique ideas that impressed many visitors and attracted a total of more than 7 million people at the Ricoh pavilion over the entire period.



Ricoh Pavilion welcomed many visitors every day

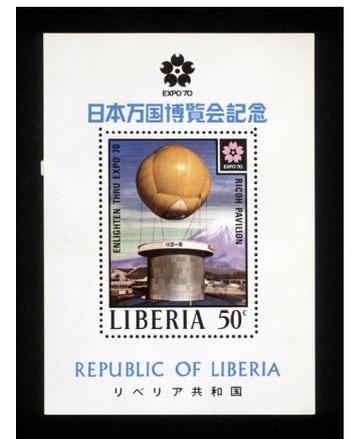


Float Vision "Eye of the Sky"



Ricoh's billboard tower became famous in Toyonaka City, Osaka

Ricoh Pavilion used as the motif for a stamp issued by the Republic of Liberia



Apr. 1971

Ricoh introduces the RICOM 8, its first office computer

Ricoh was a pioneer in the field of office computer development that saw rapid growth in Japan in the 1970s.

This is illustrated by the 1971 introduction of the RICOM 8, the company's first office computer, which was developed jointly with TDK. The embedded magnetic core memory with a 2/4 kilobyte capacity and 64-bit CPU demonstrated exceptional (at that time) storage capability and high-speed performance. The product was also highly regarded for its space-saving tower-structure design.



RICOM 8 (1971)

Apr. 1973

RIFAX 600S, first high-speed facsimile machine for offices, succeeds in transmitting a message between Tokyo and New York

RIFAX 600S was the world's first high-speed facsimile machine for offices, designed to be able to transmit an A4 page in 60 seconds—an outstanding performance compared to the three to six minutes required for contemporary standard models at the time.

The product was also capable of international transmission. At the product launch conference held in April 1973, a transmission demonstration was successfully conducted between Tokyo and New York via satellite communications, establishing the global reputation of Ricoh as a leading technology brand.

This machine was included in the Essential Historical Materials for Science and Technology list (No.00170) for fiscal 2014.



RIFAX 600S exported to the USA (1975)



RIFAX 600S (1974)



RIFAX 600S high-speed facsimile enabling an astonishingly fast 60-sec. transmission, presented at the product launch conference at Keidanren Kaikan in April 1973, with Prime Minister Eisaku Sato (left) and Ricoh President Mikio Tatebayashi

Related website

RIFAX 600S: The World's First High-speed Digital Facsimile for Offices, Capable of Connecting to Public-line Networks

<http://www.ricoh.com/about/company/history/1970/rifax600s.html>

Feb. 1975

Ricoh launches the RICOPY DT1200, a wet-type plain-paper machine that became the best selling copier

The new RICOPY DT1200 was developed to satisfy the ever-higher expectations of users for plain-paper copiers (PPCs) at that time. We offered this model with confidence as a reflection of its strong features, namely, a single touch switch between two different paper size feeders, marking the first time that such a function had ever been employed for popular model PPCs; a liquid development method employed to consume the entire supply of toner loaded in the machine; and stable functionality for quality results, proven even with one million pages running consecutively, thus reducing the amount of required maintenance work. These superior specifications were highly regarded by many users, particularly in the USA, where in general, availability of maintenance service was geographically limited. In 1991, the RICOPY DT1200 was enshrined in the nation's Copier Hall of Fame to acknowledge the significant role the product played in the history of wet-type copier development.



New RICOPY DT series highly evaluated for its quality performance (1975)



Company-led rally held at Atsugi Plant to increase production of the new RICOPY DT1200 in October, 1975

Nov. 1975

Ricoh becomes the first recipient of the Deming Prize in the office automation industry

In November 1971, Ricoh introduced a total quality control (TQC) campaign, aiming to build a recession-proof robust corporate structure. We began to conduct various TQC activities throughout the company to improve its management systems, setting as the goal the winning of the Deming Prize, the world's top quality control award. As a result of consistent efforts over the ensuing 46 months, on November 17, 1975, Ricoh became the first office machine manufacturer to receive the Deming Prize. This recognition served to verify our successful structural reform directed at growth in the coming era.



Deming Medal



Ricoh President Mikio Tatebayashi shaking hands with Dr. Deming at the award ceremony at Keidanren Kaikan on November 17, 1975

Jun. 1982

Ricoh introduces the RICOPIY FT4060, the first dry-toner plain-paper copier

The RICOPIY FT4060, an A3-page plain-paper copier (PPC) complete with a zoom feature, enjoyed phenomenal market success, with a total of 100,000 units sold in 10 months from its release. Keys to this success were the model's high definition quality, operational durability and compact body.

These properties were achieved through an effective combination of a newly developed electrophotographic imaging system and many other technologies related to mechanism and supply items, including toner.

Also, with increased availability for paper type and size, this innovative PPC model contributed considerably to raising the efficiency of duplication work in offices.



RICOPIY FT4060 (left) / RICOPIY FT4030



The RICOPIY FT4000 series won a gold award at the international trade fair in Bulgaria in September, 1983

Dec. 1983

Ricoh UK Products Ltd. founded

In the 1980s, Ricoh proactively pursued global business development. Export sales grew to account for 34.1% of the total for fiscal 1978, and operation bases were set up in new locations around the globe.

Major subsidiaries established at that time included Ricoh Electronics Inc., a manufacturing company for office automation equipment founded in California, USA, in 1979; and Ricoh UK Products Ltd., a manufacturing firm established in Telford, UK, that went on line in December 1983 to produce office automation equipment. Following expansion in North America, an earlier target region for advancement, we began to focus on Europe to build the foundations for future growth.



Ricoh UK Products Ltd. (RPL), our first manufacturing subsidiary in Europe



Norman Lamont, the then UK Minister of State for Trade and Industry (left), and Ricoh President Hiroshi Hamada announcing the establishment of RPL in October, 1983

Related website

[Ricoh UK Ltd](http://www.ricoh.co.uk)

<http://www.ricoh.co.uk>