

RICOH Graphic Communications

Driving customer success by meeting global digital printing needs

Printing industry players must increasingly address the ever more complex business and environmental challenges of their customers. Digital printing offers significant advantages over analog setups. These include reduced costs, energy savings, and on-demand capabilities. With the need for digital printing continuing to rise, we are leading digitalization in the printing arena by delivering high-quality, highly reliable products and services around the globe. We are thus helping customers to become more profitable.



Koji Miyao
President of RICOH Graphic Communications Business Unit

21st Mid-Term Management Strategy challenges

- Boost profitability by expanding sales of new products and services that cater to accelerating digital printing demand
- Enhance value-added solutions to address a wide range of customer challenges
- Strengthen management foundations by digitalizing and streamlining development across production, sales, and service processes

Fiscal 2024 focuses

Pursue a profitable growth strategy

- Expand sales of our four principal products for the commercial printing market and inkjet heads for the industrial printing market

Become the global leader in commercial digital printing

- Enhance competitiveness by co-creating with customers to address increasingly complex challenges

Strengthen technology development and production capabilities while becoming more cost-efficient

- Develop new technologies and products to drive growth while pursuing production innovations through digital manufacturing and automation

Market environment

We anticipate growth in the medium to long term in commercial and industrial digital printing. A 2023 survey by Caslon & Company, an American market advisory and research firm, predicted that digital color commercial print volumes would expand at a compound annual growth rate of around 12% from 2023 through 2030. It is also worth noting that the added value of digital printing continues to outpace that of analog printing. The shift to digital printing is accelerating in Europe and the United States. Rising demand indicates high growth potential in China and emerging markets.

Risks – and opportunities +	Responses
– / + Declining paper media usage from the rise of digital media and diversifying customer needs for printed materials	Deliver digital printing systems that handle high-value-added printed materials on demand in a growing digital printing market
– Eroding profitability and investment appetites among printing companies owing to soaring raw material, logistics, and labor costs	Enhance customer profitability by providing digital printing systems that are more cost-effective, energy-efficient, and user-friendly than analog alternatives
+ An accelerating shift to digital printing as companies seek to address such emerging challenges as automation, labor savings, and enhanced process visualization	Supply digital printing systems that help resolve customers’ business challenges
+ Growing demand for sustainable printing solutions amid rising environmental awarenesses and tougher laws and regulations	Support sustainability by offering eco-friendly digital printing systems that help customers comply with regulatory requirements