

## RICOH INTRODUCES AFICIO SP C231N/ SP C232DN FOR COLOR PRINTING WITHIN HOME OFFICES, SMALL BUSINESSES AND WORKGROUPS

### *Compact Laser Printers Offer Affordability, Speed & Low-Maintenance*

West Caldwell, NJ, May 19, 2009 — Ricoh Americas Corporation, a leading provider of digital office equipment, today announced the availability of its Ricoh Aficio SP C231N and SP C232DN printers. Ricoh's newest laser printers are an upgrade over the previous Aficio SP C221N and SP C222DN models and offer small workgroups an enhanced control panel and available High Yield supplies. The speed and quality of the Ricoh Aficio SP C231N/ SP C232DN allow users to produce vibrant color prints at a rate of 21 pages-per-minute.

Affordability is a key characteristic of Ricoh's new color laser printers. The printers are low-cost network ready devices that come complete with numerous time-saving innovations that help any business operate smoothly. The Aficio SP C231N/ SP C232DN are versatile enough to handle all media types with maximum efficiency and image quality including labels and envelopes. Furthermore the laser printers offer users a low total cost of ownership with High Yield All-In-One print cartridges which help reduce per-page costs and offers three times as much toner as their predecessors. With the All-In-One print cartridges users can replace supplies in seconds as the individual All-In-One cartridges snap in and out for easy replacement and since the cartridges also house imaging parts and supplies that can wear out, changing a cartridge instantly refreshes image quality. When the cartridges are replaced users can return the depleted cartridges for recycling at no added cost.

“Ricoth believes that successful businesses regardless of size need to have reliable office products like the Ricoh Aficio SP C231N and SP C232DN laser printers that can deliver speed, productivity and quality consistently,” said Matt Sakauchi, vice president of the Office Printer Business Group (OPBG), Ricoh Americas Corporation. “Our new entry level color printers further demonstrate our commitment to bringing innovative technology to market that provides businesses with a low total cost of ownership and offer sustainable features that support our environmental vision.”

Engineered with the needs of small businesses in mind, the Ricoh Aficio SP C231N/ SP C232DN laser printers are easy to install and maintain. The compact printers fit anywhere space is limited due to their innovative full front access design which allows access to paper trays, paper path and easy access to supplies through the top loading design. Additionally the improved 2-line LCD control panel simplifies product set-up and offers an intuitive menu that allows users to easily configure network printing, change paper settings and view supply levels.

The Aficio SP C231N and C232DN are available at the suggested retail price of \$559 and \$669 respectively. For more information about the Aficio SP C231N, SP C232DN, or any other Ricoh products or solutions, please visit [www.ricoh-usa.com](http://www.ricoh-usa.com).

About Ricoh Americas Corporation

Ricoh Americas Corporation, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment and electronics, with fiscal year 2007 sales in excess of \$22 billion, a 7.3 percent increase over the previous year.

Ricoh Americas Corporation is a leading provider of document solutions. Ricoh's fully integrated hardware and software products help businesses share information efficiently and effectively by enabling customers to control the input, management and output of documents.

Ricoh Americas Corporation directly or through its network of authorized dealers markets and distributes products in North, Central and South America.

Information about Ricoh's complete range of products and services can be accessed on the World Wide Web at [www.ricoh-usa.com](http://www.ricoh-usa.com).

For more information and specs, please visit the [Aficio SP C231N](#) and [Aficio SP C232DN](#) product pages.