

Business cards
on dark,
metallic and
colored media



Capture more attention with the ability to print brilliant whites and keep images vibrant on dark, metallic and colored media for business cards and more.

First impressions matter

Even in this digital age, business cards are a must-have. The challenge is making them stand out in all the right ways, and creating a positive, memorable impression on the person you're handing it to.

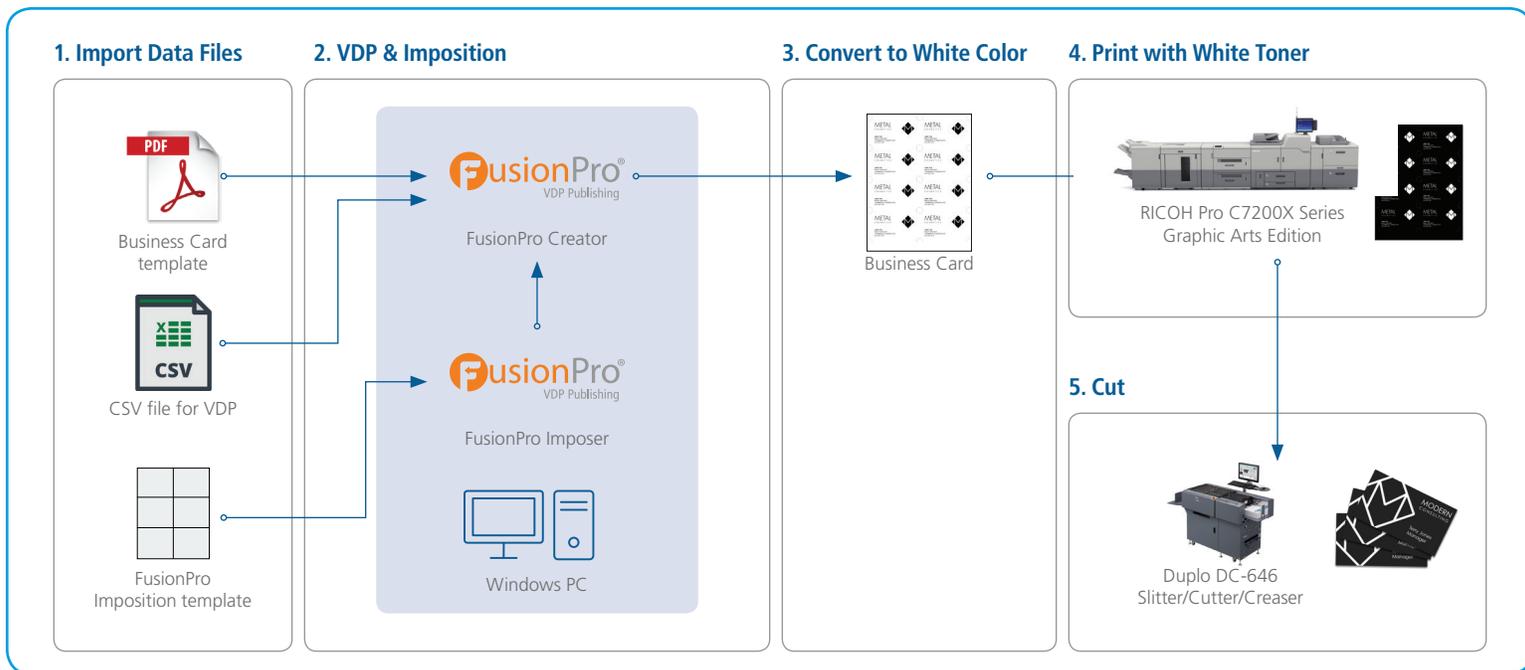
Look to Ricoh for a turnkey approach

The RICOH Pro C7200X Series Graphic Arts Edition Digital Sheet-fed Presses featuring the 5th Color Station give you multiple ways to help your clients make the right impression — and help you grow your business and reputation. Using white toner, along with powerful variable data printing (VDP) and efficient finishing, you can deliver stunning business cards on dark, metallic and colored media in a simplified workflow.

Print crisp white text and graphics directly on the substrate, or use white toner as a base layer to print photo-quality images and color. Beyond business cards, this fast, affordable printing process can help you create head-turning promotional and brand materials to serve even more of your customers' needs. Without the setup, expense and volume requirements of offset, you can deliver a high-end, luxurious look affordably, no matter the quantity.



Ricoh offers an end-to-end solution.



Key benefits:

- White toner creates an eye-catching effect printed on dark, metallic and colored media, and when used as a base layer, allows you to print stunning photos and vibrant colors with full integrity no matter what color your substrate.
- Produce output and effects regardless of job size with the ability to version print runs inline.
- Set your business apart with the ability to print on any color of media without the requirements associated with traditional offset processes.

Hardware:

The RICOH Pro C7200X Series Graphic Arts Edition Digital Sheet-fed Presses featuring Ricoh's 5th Color Station provide fast, high-quality output across a broad range of media.

Software:

MarcomCentral® FusionPro® VDP Creator software enables dynamic variable data printing with imposition capabilities to efficiently turn customer datastreams into personalized, unique output, for short runs or large jobs.

Finishing:

To finish business cards and get them customer-ready, the Duplo DC-646 Slitter/Cutter/Creaser makes fast work of precisely cutting press sheets down to individual cards.

Engage Ricoh to install, deploy and provide training on this complete solution to further ensure your success at every stage.

RICOH
imagine. change.

For more information and to see samples contact your local sales representative or visit Ricoh-USA.com

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras and industrial systems.