

On Demand *The New Way to Print*

What Is Print On Demand?

Printed documents are one of the most fundamental ways that businesses and individuals communicate. The process by which documents are printed in high volume hasn't changed much over the last 50 years... until now. Print On Demand (POD) technology is about to change everything.

While there are many ways of describing Print On Demand, let's consider three elements that are part of virtually every definition:

DIGITAL – POD means digital. The enormous benefits available through on demand printing are only enabled because the process is digital.

DOCUMENT – POD improves document creation, production and distribution.

PUBLISHING – Publishing implies the highest standard of document production. A true POD solution allows you to publish professionally designed and finished documents.

With on demand printing solutions from Ricoh, office workers, in-plant print managers, quick-copy shop owners and other high volume printing users will enjoy the benefits of digital document publishing.

What is Print On Demand?

Think of it as the better way to print.

Variable Data

It's been said that mass marketing has been replaced by marketing to the individual. Using your customer data to create personalized messages has become the single most powerful marketing concept of the age. Variable data printing allows you to create personalized documents that are unique to each customer.

Imagine customizing your direct marketing campaign so that each prospect received a mailing tailored to their specific tastes based on their purchasing history. This sort of powerful company communication is available uniquely through the power of digital printing.

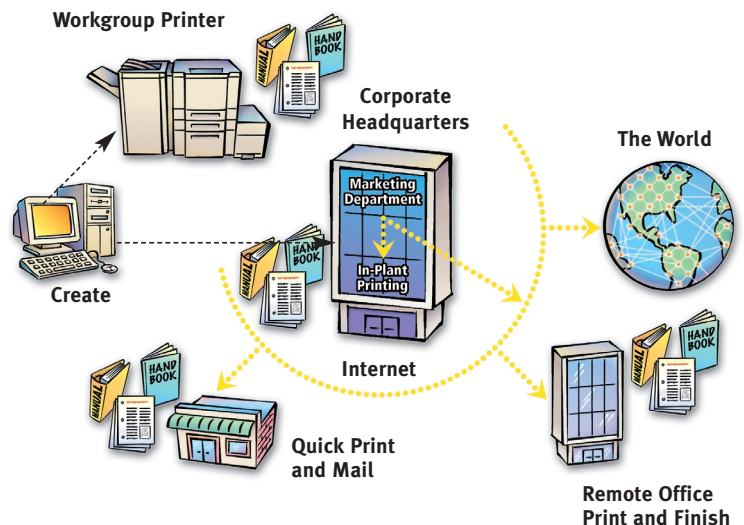
Printing Exactly When You Want

The "shelf-life" of information is getting shorter and shorter all the time. As a result, the ability to print and distribute your time-sensitive documents as quickly as possible is becoming increasingly important.

Because on demand printing requires little or no set up time, document production can begin as soon as document creation is complete. And since on demand printers, like the DDP series from Ricoh, can be networked, documents can be printed at locations worldwide as they are needed.

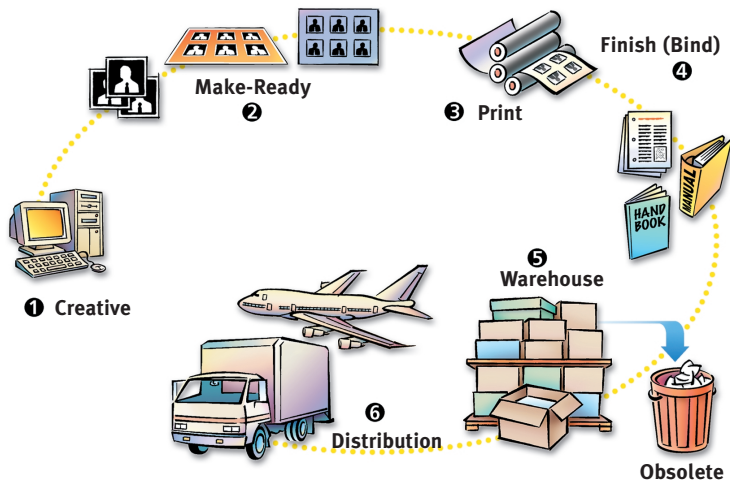
Here's an example... a manufacturing company includes a user manual with each of its products. Using traditional offset printing requires printing more manuals than are needed, and it takes too long from submission to delivery, not to mention the potential for frequent product and documentation changes.

In contrast, the digital file for the manual can be updated on a daily basis, if necessary, and can be sent to an on demand printer that might be shared by other departments. Manufacturing is able to output exactly the number of copies needed for that day's production, printed and finished to their specification. Inventory costs are reduced, warehouse space is saved and product quality is improved.



Ricoh's Digital Workflow: Distribute Then Print

Ricoh POD solutions allow you to send digital documents over a network, or over the Internet, to print at the point of need.



The Traditional Offset Press Workflow: Print *Then* Distribute

Older analog printing processes involve many steps that require you to print locally, then distribute remotely, too often ending in waste.

No Wasted Documents

A study performed by the market research firm, CAP Ventures, suggests that document intensive industries like manufacturing and insurance waste up to 19% of all of their pre-printed materials.

On average, companies waste 15% of their printed materials — a staggering cost when you consider the enormous number of pages printed every year.

Companies generally discard pre-printed materials because they are out of date. Some of the ways that a document can become obsolete are:

- product specification changes
- new government regulations
- new company logo, name or corporate “look”
- end of product life

Why are so many documents wasted? In an effort to save money, firms will often print documents on presses in very large quantities in order to achieve a low cost-per-copy. That sounds good, however the cost of scrapping obsolete documents can often exceed the benefit of a low per-unit cost.

There’s another hidden cost inherent in document mass production — warehousing. When you print quantities in excess of your immediate need, you’ve got to keep them somewhere — maybe for a long time.

On Demand technology allows companies to print as needed. When changes are required, they’re made quickly and incorporated into the next print job.

No Waste. No Warehousing.

Think of it as *just-in-time inventory* for your documents.

Printing Exactly Where You Want

A typical printing press is very large and somewhat messy — not the sort of thing that you’d like in your office. The fact that offset presses are large, expensive and single function implies that they aren’t useful for distributed printing — the process whereby documents are printed at the point of need.

In contrast, the Digital Document Publisher series of on demand printers from Ricoh is compact, relatively inexpensive, multifunctional and networkable. That means that you can print your documents exactly where you need them.

Consider the example of a corporate employee handbook that has standardized content, but also includes customization specific to different corporate divisions. The document master is transmitted over the internet, or a WAN, to each division, where the custom content is added and the exact quantity needed at that time is printed.

A Better Way to Print

By bringing finished document production close to the point of need, on low cost, high speed, print-and-finish digital devices, you get what you need, when you need it, and where you need it.

Print On Demand— a better way to print, a better way to become more productive, and a better way to save time and money.



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