

SG 3210DNw

A4 Colour Printer
Device

Product Launch
Presentation

Channel Marketing

Ricoh International

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- Re-launch of GELJET to fit in our strategy for remote/home office
- Due to Covid-19 we see the traditional office is rapidly changing into different workstyles; more remotely and from different locations – Hybrid model of working, which allows some employees to work remotely while others work on-premises. Within this structure, you may have teams or departments split between working remotely and working in-house.
- Respond to expected future technology shift from laser to INK in office business area
- This device is a vital part of the Working Together Anywhere (WTA) as remote/home office device. We believe that with this model we can meet the demand following from changing workstyles.

Target Market/Customers

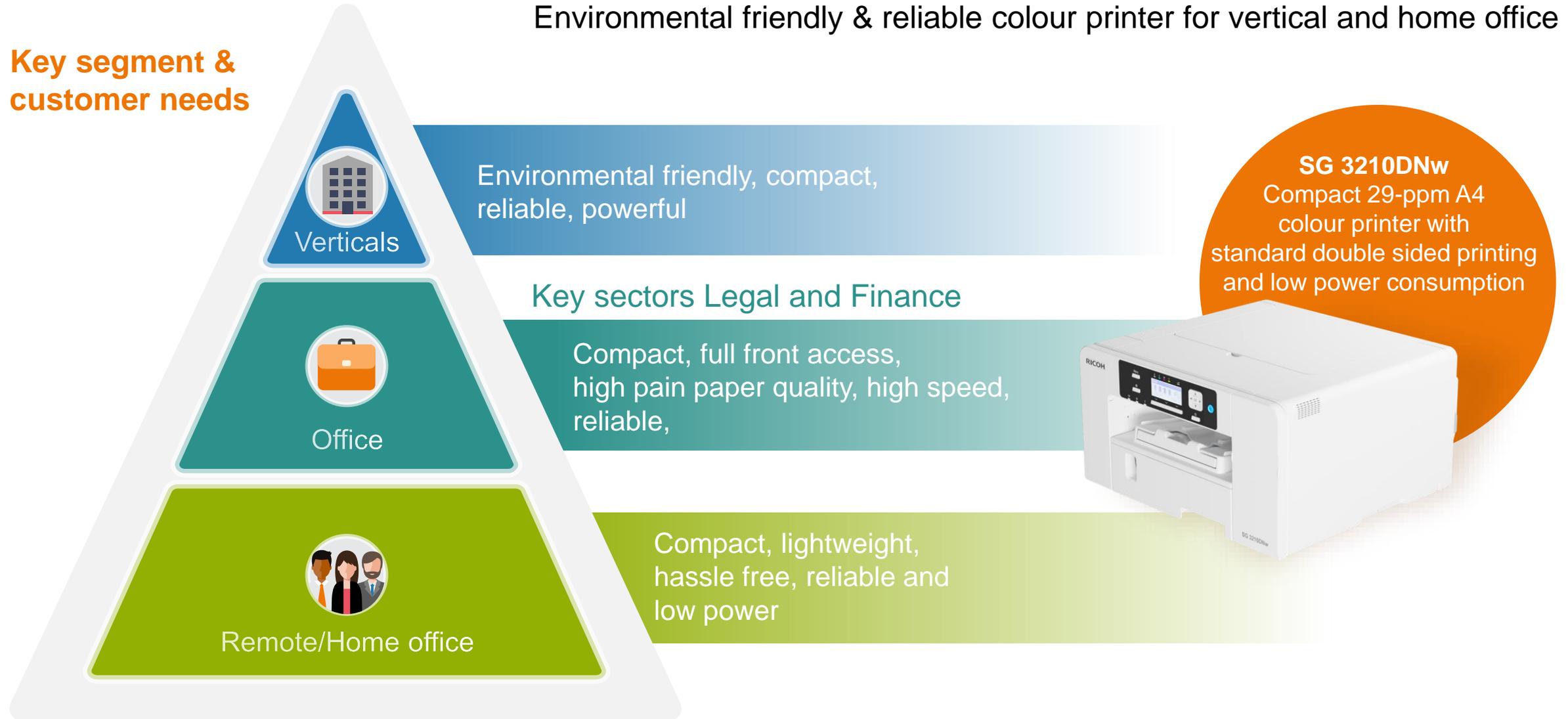
	Home (Remote/home office)	Office	Gemba (Vertical)
MA	 <p>Light weight, Reliability & low power</p>	 <p>High plan paper quality, High speed & Reliability For decentralized printer</p>	<p>Environmental Friendly & Reliability</p> <p>Government Education Hospital</p> 
SMB	 <p>Light weight, Reliability & low power</p>	 <p>High plan paper quality, High speed & Reliability For desk-top printer</p>	

Meet the SG 3210DNw

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Environmental friendly & reliable colour printer for vertical and home office

Key segment & customer needs



Compact A4 colour printer which blends perfectly in your new workstyle



29-ppm keeps pace with speed of business



4-line LCD panel with colour indicant provides easy navigation



High paper capacity, up to 850 sheets, for uninterrupted printing and increased productivity



Hassle free and low self maintenance



ECONomy color mode, quality colour documents at virtually the cost of black and white



Wide range of paper sizes and media support



Basic Print feature set best for any offices



Small footprint, front-loading design excellent for space-restricted places



Key Benefits

GELJET technology

Compact design

Sustainability

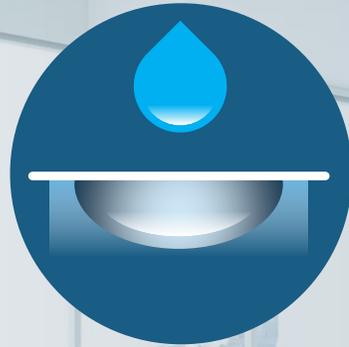
Ease of Use

Low TCO

Your work solution for a compact and neat workplace.

Key Benefits

GELJET
technology



Your work
solution for a
compact and neat
workplace.

GELJET Viscus Ink

Excellent fusing with high viscosity and high permeability is increased to achieve even clearer and more beautiful printing quality

Improved permeability allows quicker drying and faster printing speeds



High image quality with no bleeding on plain paper



High water resistance



High light resistance to fading

GelGet Wide Print Head

Wide 1.27-inch nozzle length and 384 nozzles per head

Wide Print Head realizes wide range images printing at once and high-density printing

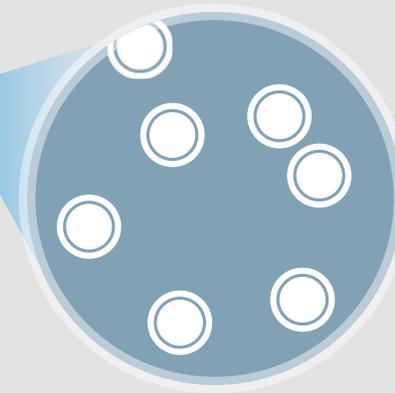
Improved drive frequency achieves higher resolution and speed

Print Head Size Comparison

0.5 inch
(13.50cm)



1.27 inch
(3.23cm)



Ink Droplet Size Minimum
2pl

Ordinary Ink Jet Printer

GELJET Wide Head 1 Head (2 Colors) x 2 Total 768 Nozzles



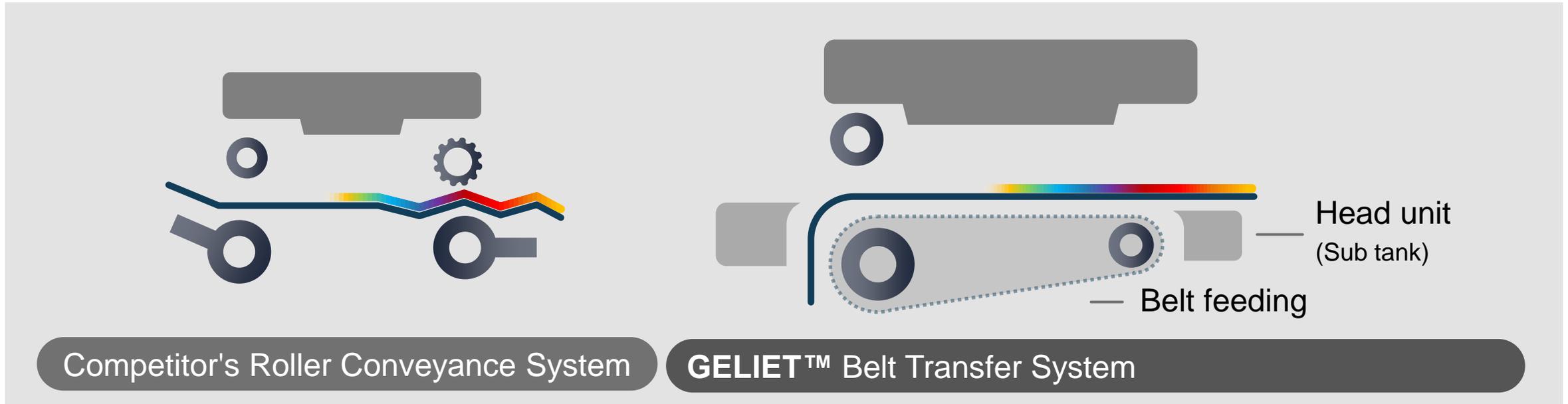
High speed printing by Wide Nozzle



High quality Printing by high-density Nozzle

GELJET BT (Belt Transfer) system

The entire surface of the paper is supported by an electrostatic absorption belt. Compared to the roller system of typical inkjet printers, GELJET is capable of high-speed and high-precision paper feeding with no deflection. This solves problems paper jamming and rubbing.



Various Paper type available
(Envelop, Label, Glossy, Thick paper)



High quality Printing by
high-density Nozzle

Note: Consumable Storage/Transportation

Consumable Storage / Transportation Conditions

	Conditions for Storage & Transportation			
	Temperature	Humidity	Storage Period*	Stack Max
High Yield INK Cartridge	-30~43°C [Storage]*1 -30~60°C [Transportation]*2	15~80%RH [Storage] 15~90%RH [Transportation]	915 days (storage)*3 incl:transportation	4 shipping cartons*4

Remarks:

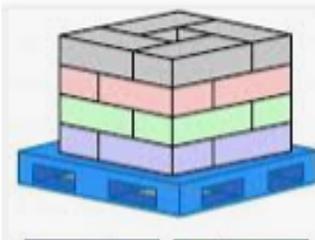
*The definition of "Storage Period" : Starting from the timing of manufactured. The item must be unopened.

*1: Do not store more than 90 days under the temperature between 37 to 43°C

*2: Do not store more than 12 days under the temperature between 44 to 50°C and more than 8 days under the temperature between 51 to 60°C,

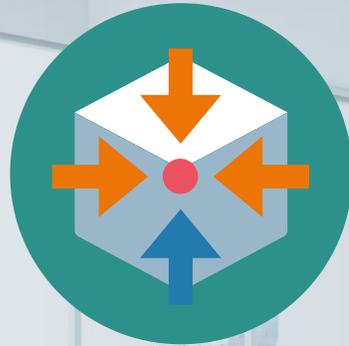
*3: Storage condition; 20°C : 505days, 32°C : 300days, 43°C : 90days, 50°C : 12days, 60°C : 8days

*4: Palletized image is as below.



Key Benefits

Compact
design



Your work
solution for a
compact and neat
workplace.

Compact design

Flat top

for more optimal space usage, can be used as a shelf for desktop furniture



4Line LED



213mm

437mm

399mm

Compact design

fits easily in small spaces.
Can be placed with five surfaces flat against the wall.

Ink cartridge

Waste ink cartridge

Paper tray

Front operation

every operation can be done from the front surface; like paper feeding, ink cartridge replacements and paper jam fix.

Key Benefits

Sustainability



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workplace.

Long lasting supplies

High yield toners and waste toner bottle reduce waste going to landfills

Save paper

Saving paper by auto double sided printing

Eco-friendly Solutions

Minimal power requirements for a low carbon footprint



Energy save mode

Save costs when the printer is inactive

Environmental programs

Blue Angel Mark (BAM)
Biomass Mark by Eco friendly parts

Key Benefits

Ease of Use



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The diagram illustrates three connectivity methods for a Ricoh printer. On the left, the Ricoh Smart Device Connector is shown with a smartphone displaying the app interface and icons for Mopria, Google Cloud Print, and Apple AirPrint. In the center, Standard IEEE 802.11 a/b/g/n Wireless LAN is depicted with two laptops connected to a wireless LAN access point, which is also connected to the printer. On the right, the 4-line LED control panel is shown with a color display and various function keys.

Ricoh Smart Device Connector	Standard IEEE 802.11 a/b/g/n Wireless LAN	4-line LED
RICOH Smart Device Connector App Google Cloud Print Apple AirPrint Mopria	Wireless Direct modes Direct Connection Mode	Colour indication Displays print status and supply information. Keys are placed for settings and maintenance

Key Benefits

Low TCO



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compact and neat
workplace.





...quality colour documents at virtually the cost of black and white

...even if colour ink is empty

Pricing Positioning

Pricing

- SG3210DNw Street price is set as better TCO model compared with other vendors

Street price comparison to German 3 best selling BIJ

		CPP	HW Price	TCO (PV 100/month)	
				1 Year	3 Year
EPSON	WorkForce Pro WF-C5210DW	€ 0.044	€ 279.35	€ 332.52	€ 438.85
HP	PageWide Pro 452dw	€ 0.046	€ 299.00	€ 354.13	€ 464.40
HP	Officejet Pro 8210	€ 0.072	€ 97.50	€ 183.80	€ 356.40
RICOH	Brg-P2 (RY ink)	€ 0.047	€ 222.00	€ 278.40	€ 391.20



Environment friendly & Reliability for vertical/home office!

Environment friendly

- Energy save mode: 0.99W (USB connection)
- Energy Star v3.0
- Blue Angel Mark (BAM)
- Biomass Mark by Eco friendly parts

Usability

- Wifi Direct
- Low sound
- AirPrint*

* AirPrint will be certified after 6 months from mass production

High print quality with plane paper

- Max Resolution: 4800×1200dpi
- Level Color with normal black color



Reliability

- Fast First Print, Duplex speed
- High Durability: 150K
- Urgent BW print available, even if color ink is empty
- @Remote

MultiServices was built with the customer at the heart of our proposition



- As part of customer digital transformation customers see Ricoh as trusted advisors rather than supplier of print
- Customers understand that technology is going to change quicker than their businesses so they need to be ready to embrace the change as it arrives - MSO is a key enabler
- SMB customers don't have the luxury to test out new technology so they need a trusted way of allowing the latest office technology trends into their business in a safe environment
- **Customers look to Ricoh to provide value and MSO is key to our wide product offering**
- The benefit of one invoice and one fixed cost allows budgets to be easy to predict.
- One invoice in turn makes processing invoicing quicker and faster payments to Ricoh.

Adds value

One supplier

Control of budgets

Flexible

Ready for today and tomorrow

One simple invoice

MAINFRAME:

EDP Code	Description
405857	SG 3210DNw

SUPPLIES:

EDP Code	Description	Yield ISO
405862	PRINT CARTRIDGE GC 51KH	2,900
405863	PRINT CARTRIDGE GC 51CH	2,500
405864	PRINT CARTRIDGE GC 51MH	2,500
405865	PRINT CARTRIDGE GC 51YH	2,500
405866	INK COLLECTOR UNIT IC 51	27,000

PERIPHERALS:

EDP Code	Description
515804	Paper Feed Unit TK1150
515806	Multi Bypass Tray BY1040
985070	Universal Printer Cabinet

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