

# Color Management Services

Business Information Solutions

**RICOH**  
imagine. change.



The wrong color, or color inconsistency from printer to printer, can cost a printing organization dearly in time, money and business. What is an effective—and sustainable—approach to improving color management? The answer may lie in Ricoh's comprehensive color management program.

Organizations engaged in graphic arts—from print-for-pay shops to advertising and marketing agencies and departments—typically make significant investments in color printing technologies. Such investments are aimed at reducing costs, increasing flexibility and exerting control over color fidelity and print quality. And yet, printing organizations may still face ongoing challenges around the consistency and quality of color output.

Color management can be an art, science and engineering challenge—with myriad variables affecting the color chain. Even printing professionals may become overwhelmed when managing color accurately across an environment that includes a host of multi-vendor hardware and software products. While manual adjustment can be a stopgap solution, it is less than ideal as a long-term approach.

Fortunately, there's Ricoh Color Management Services—a suite of capabilities delivered by one of the industry's largest teams of Production Print Solution Engineers (PPSEs). Ricoh's PPSEs hold a variety of industry certifications. These include G7® Expert and G7® Professional certifications and certification through the Color Management Professional (CMP®) Program, as well as Certified Document Imaging Architect (CDIA+®) certification from the Computing Technology Industry Association (CompTIA®).<sup>1</sup>

Ricoh's flexible services, which include Color Conformance Audits and G7® Master Printer Qualification Services, can be tailored to address a range of challenges and are designed to give organizations access to proven and sustainable practices for color management of any scale. Ricoh Color Management Services combine comprehensive capabilities to help support an effective and sustainable approach to color management.

<sup>1</sup> G7 and CMP are trademarks of IDEAlliance® Inc. CDIA+ is a trademark of CompTIA®.

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## Improve cost effectiveness

When investing in a color production environment, most organizations hope to obtain cost efficiencies. But those cost efficiencies can evaporate due to inconsistent output and/or inefficient processes. Working with Ricoh's dedicated color management experts, organizations can identify opportunities to obtain greater value from color technology investments. They can work to reduce time spent on color matching across devices. And they can work to lower costs and improve color quality to please even the most demanding customers—while reducing unjustified returns and no-cost reprint requests by their customers.

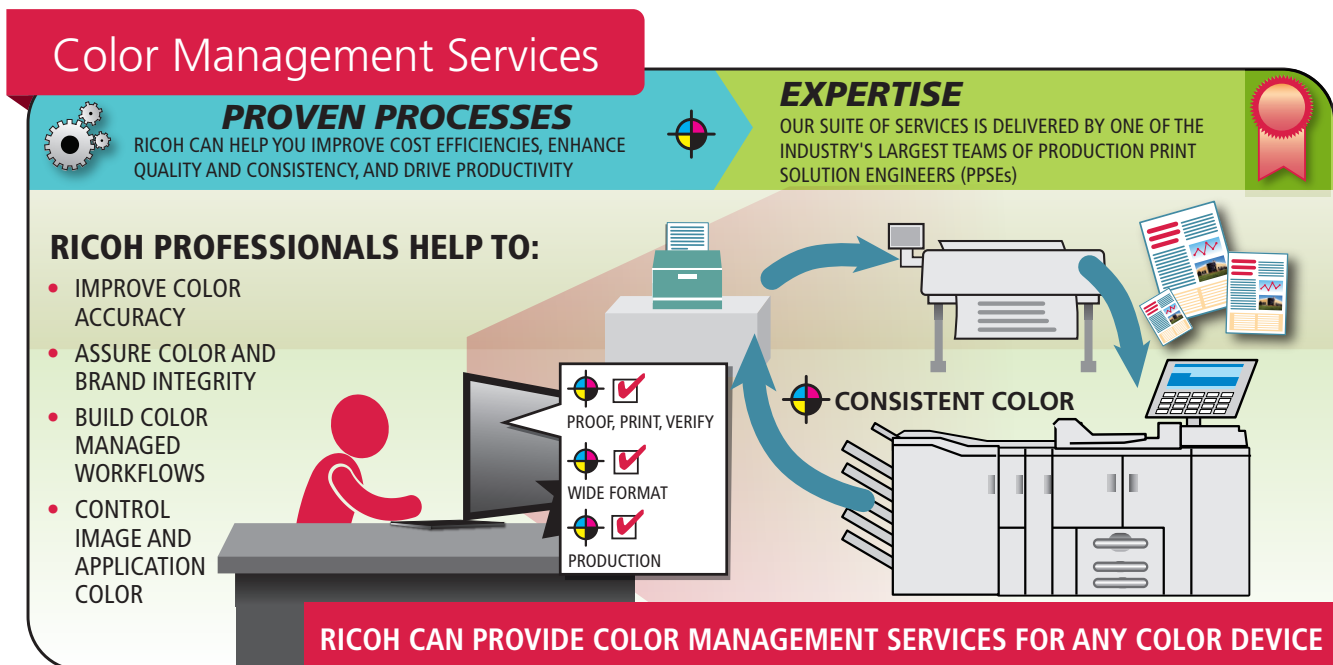
## Enhance quality and consistency

Multi-vendor output fleets present complex color management challenges. Manual adjustments and other stopgap measures often fail to deliver the required consistency and quality. Ricoh Color Management Services can help in standardizing output

across an entire fleet of color devices—even if the devices were made by different manufacturers. Our team of G7® Experts and CMP® Masters work to deliver the industry's gold-standard support in identifying new, innovative opportunities to improve and/or automate color workflow.

## Drive productivity

Designers and operators should be able to focus on design and production—not color management. Automating color management helps to not only decrease operator intervention but also accelerate turnaround times. Ricoh also helps organizations to reduce waste by working to achieve consistent color faster than with manual adjustments.



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