

## **Ricoh expands commitment to industry advocacy, transformation with PRINT United Expo 2019 participation**

*1<sup>st</sup> industry leader to commit to participating at the first-ever SGIA and NAPCO Media, further demonstrating its Commercial & Industrial Printing Business Group's strategic vision*

**MALVERN, Pa., November 16, 2017** – [Ricoh USA, Inc.](#) today announced that it has signed on to participate as a leading sponsor and exhibitor in PRINT United Expo 2019, taking place in Dallas, TX, October 23-25, 2019. This early commitment further demonstrates Ricoh's Commercial & Industrial Printing Business Group's dedication to investing in initiatives that will empower its customers' business growth and advocate for the future success of print.

“As our industry evolves and we talk about offering ‘marketing services,’ we need a forum that will truly foster this evolution, encourage the right conversations and bring together the right stakeholders to help us all make an impact,” said John Fulena, Vice President, Commercial & Industrial Printing Business Group, Ricoh, USA, Inc. “You’ve heard me say this before: Ricoh is committed to this industry and we’re making the investments that we feel will help us better serve our customers. Signing on to participate in PRINT United is exactly one of those strategic investments. We are confident NAPCO Media and SGIA will deliver a different and refreshing approach to education and exhibition – exactly what our customers, and our industry, need for success. We’re proud to be the first organization to get on board, and look forward to helping advocate for our industry.”

PRINT United, a brand-new event and joint-venture, co-owned by SGIA and NAPCO Media, will focus on the opportunities presented by the convergence of printing technologies and markets. The objective of PRINT United is to convey all the components of an integrated solution to satisfy virtually any client need. PRINT United will have a broader range of printing and finishing technologies and media on the Expo floor, covering industry segments from garment to graphic, packaging to commercial, and industrial.

In PRINT United, Ricoh sees the clear opportunity to advocate for and build a broader community that sparks forward-thinking, actionable dialogue. The mission of this landmark event, and the commitment from its organizers, demonstrates an awareness of market changes and the need to broaden discussions beyond printer service provider to print buyer to make a

RICOH USA, Inc. [www.ricoh-usa.com](http://www.ricoh-usa.com)

larger impact. Through its networking events, such as Engagement Marketing Executive Symposium and Publishing Executive Symposium, Ricoh has experienced that more inclusive conversations of the fuller ecosystem delivers a broader message reach and effective industry advancement. To deliver the true print value proposition, Ricoh believes that conversations and decision making require participation from, not just the printers and manufacturers, but also designers, marketers and beyond.

For details on Ricoh's full line of products, services and solutions for the production print market, please visit [www.rpp.ricoh-usa.com](http://www.rpp.ricoh-usa.com) and follow [@RicohProPrint](https://twitter.com/RicohProPrint) on Twitter, [Ricoh USA Production Print](https://www.facebook.com/RicohUSAProductionPrint) on LinkedIn and [Ricoh USA Production Print](https://www.facebook.com/RicohUSAProductionPrint) on Facebook.

#### **About PRINT United**

PRINT United Expo is the next evolution of print-based trade shows in North America. PRINT United is a joint venture between SGIA and NAPCO Media. PRINT United Expo 2019 launches in Dallas, TX October 23-25, 2019. For more information, please visit <http://www.piworld.com/article/uniting-print-community/>.

---

#### **| About Ricoh |**

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.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2017, Ricoh Group had worldwide sales of 2,028 billion yen (approx. 18.2 billion USD).

For further information, please visit [www.ricoh.com](http://www.ricoh.com)

###

© 2017 Ricoh USA, Inc. All rights reserved. All referenced product names are the trademarks of their respective companies.

**Contacts:**

John Greco  
Ricoh USA, Inc.  
(973) 882-2023  
[john.greco@ricoh-usa.com](mailto:john.greco@ricoh-usa.com)

Tracey Sheehy  
Breakaway Communications for Ricoh  
(212) 616-6003  
[tsheehy@breakawaycom.com](mailto:tsheehy@breakawaycom.com)