

Ricoh expands INTERACT, unveils new Marketing Innovators Symposium series, bringing the C-Suite and print experts together

Ricoh delivers on its commitment to industry advocacy, reigniting its popular hands-on customer events to foster conversations that help develop and implement businesses growth strategies

LAS VEGAS, (EFI Connect 2018, Booth 102), January 25, 2018 – [Ricoh USA, Inc.](#) today announced its latest strategic investment to deliver customer experience excellence: back by popular demand – but with expanded agendas – are INTERACT 2018 and the new Marketing Innovators Symposium series. These events take a collaboration-driven, hands-on approach to help customers find new ways to leverage print and communications technologies.

In its eighth year, INTERACT 2018 will build on its successful legacy of focusing on the unique needs of users to address the growing role print plays throughout businesses. C-level executives, marketing decision makers, and industry influencers, along with print experts, are invited to join the dialogue at INTERACT, which will focus on business development trends, cutting-edge multi-channel workflow management strategies, and the fast-developing future of commercial and industrial print solutions, to name a few.

“Ricoh is committed to helping our customers thrive in today’s digital world, from print to workflow, omnichannel campaigns to transactional print,” said John Fulena, Vice President, Commercial & Industrial Printing Business Group, Ricoh USA, Inc. “Historically, INTERACT has been a unique, successful users group. With our expanded approach, we’re elevating the conversation further to explore and advocate for the many ways print and communications technologies present a larger business opportunity for our customers and our overall industry. Our commitment to advocating for the future of print, the growth of our industry and the success of our customers really ties back to helping them implement such strategies. Collaborative, educational and information-sharing events like INTERACT and Marketing Innovators are the ideal forums to bolster this commitment.”

INTERACT, taking place in June 2018, has been long known to be a unique and valuable experience for users, and this expansion will focus on making that legacy a reality for business decision makers as well. It provides an opportunity for attendees to get an early look at Ricoh’s future plans and even take part in shaping them. Insight from past attendees includes:

- “[Interact] is a great way to network, learn new tricks, get product updates, and make suggestions that actually get into future releases,” **said Steve Ho, Senior Systems Programmer, Los Angeles Department of Water and Power.**

- "Ricoh's Interact was a perfectly organized event that brought useful input into our daily production and expanded our global network of high-speed inkjet users," **said Christian Haneke, Division Manager, one to one service + print, Service & Print Group, Haberbeck.**

The first of Ricoh's Marketing Innovators Symposium series will take place in Boulder, CO from February 26-28, 2018. It provides a forum for direct mail and marketing leaders, omni-channel technology specialists and others involved in the marketing ecosystem to discuss emerging communication trends. Ricoh will showcase new trends in customer engagement and how technologies can address and improve the way campaigns are envisioned, versioned and completed from the design and creative process through to delivery and measurement. This new series is launching in 2018, following resounding success of past Ricoh Symposiums. Feedback from 2017 attendees include:

- "My company stopped producing printed communications 20 years ago. After Ricoh's Symposium, I'm convinced: We're bringing back print." – **Kevin Thomas, CMO, Iverify**
- "Ricoh's Symposium drove home the notion that, with so much focus these days on electronic communications, fewer organizations are doing direct mail campaigns. Then it took me to the next logical step: That opens an opportunity for my brand to stand out more via direct mail. I'm excited to apply what I've learned to my business." – **Cheri Dunn, Marketing Manager, Edwards Brothers Malloy**

To learn more about the Ricoh's INTERACT 2018 and Marketing Innovators Symposium, please contact your local Ricoh representative. EFI Connect 2018 attendees can stop by the Ricoh booth, #102, for more information.

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

| 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

###

© 2018 Ricoh USA, Inc. All rights reserved. All referenced product names are the trademarks of their respective companies.

Contact:

John Greco
RicoH USA, Inc.
(973) 882-2023
john.greco@ricoh-usa.com

Tracey Sheehy
Breakaway Communications
(212) 616-6003
tsheehy@breakawaycom.com