

# REI NEWS

News and Events for Ricoh Electronics, Inc.

## 'Tis the Season for Sharing



Employee George Jenkins delivers the packages to the Senior Center in Lawrenceville.

### Georgia Employees Lift Senior Spirits With Angel Tree Program

For the fifth consecutive year, Georgia employees brought smiles to many seniors during the holidays with their generous support of the Senior Angel Tree. This program, a collaborative effort between REI employees and the Lawrenceville Housing Authority, began with the seniors of Grady Holt, a senior housing complex in Lawrenceville, Georgia. After five years, participation continues to grow and now includes seniors throughout the community.

The Lawrenceville Housing Authority gave the Georgia H.O.P.E. Team gift requests from local seniors. Employees could then adopt a senior and purchase gifts for them. Many REI employees adopted more than one senior, with some employees adopting as many as four! Georgia employees, in partnership with ATS Staffing, demonstrated their commitment by exceeding the requested amount and supplying gifts for 205 seniors! Seniors throughout Lawrenceville benefited from their generosity and received their gifts at a Christmas event held on December 19 at the senior center. Members of the Georgia H.O.P.E. Team were able to attend the luncheon and see firsthand who received the gifts. Thanks to the generosity of Georgia employees, these seniors knew they were not alone this holiday season.

### Ricoh Employees Generously Support Season of Sharing Donation Drive

Throughout the month of December, employees from REI California, Ricoh Americas Corporation and Ricoh Business Solutions donated food, toys, clothing and other items in the Season of Sharing donation drive. The California H.O.P.E. Team organized the drive to benefit the children of Canyon Acres and the homeless population served by the Orange County Rescue Mission.

Ricoh employees and REI vendors donated five large boxes of toys, 770 pounds of food, ten bags of new blankets and clothes and checks totaling \$1,825.00. Special thanks to REI vendors, T & L Specialty, Interpac and Wilmington Woodworks, who responded to requests from TMG employees Pat Lydick and Cynthia Gottfredson to join with REI in supporting these great organizations.

Canyon Acres is an Orange County organization committed to providing homes, care, treatment and supportive services for abused, neglected and emotionally troubled children and their families. The Orange County Rescue Mission serves the Orange County homeless population with food assistance, shelter, counseling, education, job training and medical services for the transition to a self-sufficient life.



Dick Hess of Interpac delivers a check for Canyon Acres.

## REI Georgia Plant Named 2007 Recycler of the Year

For REI's long-term environmental efforts, the Georgia plant was recognized as the 2007 Recycler of the Year by Gwinnett Clean and Beautiful. Gwinnett Clean and Beautiful, a nationally recognized volunteer organization, is dedicated to making a healthier, safer, more livable Gwinnett. Since 1982, they have annually presented Community Pride awards to those who preserve or enhance the environment; improve community and environmental practices and awareness; and demonstrate a long term commitment through ongoing projects that benefit the environment. On January 11, Gwinnett Clean and Beautiful presented 12 awards to outstanding individuals and businesses in the categories of Neighborhood Improvement, Education, Environmental Improvement, Enforcement, Business and Industry (Howard Allen Award) and Recycler of the Year.

Simon Okawa, Executive Vice President and RSG Group Manager, and Frantz Pierre, Vice President RSG Georgia, accepted the award on behalf of REI. A second-time recipient, REI earned this award with our Zero-Waste-To-Landfill program and Adopt-a-Road project involvement. REI's involvement in these activities have encouraged others in the community to join our waste reduction efforts, and we regularly serve as a resource to other businesses interested in implementing waste reduction activities. Connie Wiggins, Executive Director of Gwinnett Clean and Beautiful, expressed her appreciation to REI for being a leader in recycling and resource conservation and praised REI for going above and beyond their expectations. "REI does more than just talk the talk, they walk the walk," commented Wiggins. "Ricoh is an outstanding example of building and sustaining efforts that improve our environment and quality of life."

In addition to REI's award, J.G. Dyer Elementary School received the 2007 Education Award. REI is a business partner for J.G. Dyer Elementary, demonstrating that our strong relationship with the school has had a positive influence in expanding sustainable development practices. REI has future plans to expand recycling and other Zero-Waste-To-Landfill practices with the school. Congratulations to REI Georgia and all of its employees for earning the title of 2007 Recycler of the Year!



“REI does more than talk the talk, they walk the walk. Ricoh is an outstanding example of building and sustaining efforts that improve our environment and quality of life.”  
*Connie Wiggins, Gwinnett Clean and Beautiful*



Simon Okawa and Frantz Pierre accepted the 2007 Recycler of the Year award on behalf of REI.

# President's Corner: Don't Be Afraid of Making a Mistake



I have introduced a certain book in this corner before, but I want to share it again. The book is "Don't Kill a Cock," by Kevin D. Wang. This book is based on Mr. Soichiro Honda, the founder of Honda, and the book reflects his thoughts. Mr. Honda's idea was that if a company does not have a "creation" spirit, it won't have development of new products either. Mr. Honda's challenge was to develop this "creation" energy at Honda.

## Encouragement of Failure for Creation

If you replace the word "creation" with "success" in this phrase, the meaning would be the same. It can be said that failure is the mother of success. It is not a true failure if you try and fail at something new. It's failure if you repeat the same mistake. You must take the first step forward to make progress. But as you research what caused the failure, it's important to analyze correctly so as not to repeat the same mistake twice. In addition, it's very important for those around you to be open-minded and not unfairly criticize or attack you if you daringly charged into the unknown. Support those around you so that they may have the courage to charge into the unknown. This is very important.

## Understanding Other People is Essential for Creation

In the workplace, we are so often focused on things like products, processes and technologies that it's easy to forget that we work with and for people – human

beings with emotions. People are sometimes self-centered and insensitive to each others' feelings. However, it is important to understand each other. Customer satisfaction is at the root of the W21CSM principle (Winner 21 Customer Satisfaction Management) and is something the Ricoh group continually strives to better - recognizing, listening to and understanding the needs of others. We want to continue to value, listen to, communicate and empathize with our customers, employees and colleagues. Over the years, REI has encouraged the plus/plus-plus model of communication and developed our culture around the principles of fairness and trust.

Through this culture shift to trust and fairness, trying new things without fear of failure and avoiding egocentric behavior, REI has developed more of a "creation" company. Visitors from around the world have observed our activities and have seen the positive changes in our workplace. Again, I would like to let you know how much I appreciate all your effort. As we begin the 16th Mid-Term Plan in April, I look forward to how we will continually improve REI to make it a stronger company.

President Shunsuke Nakanishi

## REI Inspires Many at City of Los Angeles Zero Waste Conference

The City of Los Angeles hosted the first city-wide Zero Waste Conference at the LA Convention Center on October 20. The City of Los Angeles is in the early stages of developing an innovative 20-year strategy to reach zero waste as a city. The purpose of the conference was for various community members, elected officials, and organizations to network and share information in order to reach this goal. Eiko Risch was asked to share REI's Zero-Waste-to-Landfill program at this conference, where close to 400 people were in attendance. Many of the attendees were impressed with the information provided at the conference, and inspired by REI's achievements. Carol Chen, from UCLA, shared her thoughts, "It was such a great pleasure to hear you talk during the City of LA Zero Waste conference. I was truly inspired by your 5 R's, as well as how your company was able to achieve literally zero waste and turn all 'waste resources' into workable resources or revenue-generating materials. If it is possible, I would like to introduce your information to our UCLA Housing director and Vice Chancellor so they can incorporate Ricoh's inspirational true strategy to achieve zero-waste result."

## OMG Attains \$120 Million Outside Business Goal

REI's Office Machine Group (OMG) employees were treated to appreciation luncheons recently to celebrate their extraordinary efforts and contributions to REI's outside business. OMG achieved their 15th Mid-Term Plan goal of \$120 million in outside business as of the 2007-1 term, and are expected to reach \$140 million by the end of 2007-2! Francis Ng remarked, "We have shown that with continuous effort and hard work, although there will be failures, we will overcome with our determination and will." Congratulations to all who contributed to OMG's outside business success!

## ISPC Takes on New Configuration and Direct Shipment Business

With just a few days lead time, REI's Imaging Systems Production Center (ISPC) division jumped in to assist Ricoh Americas Corporation in fulfilling a large order of multi function products (MFPs) to their customer, the City of Los Angeles. From October through December, REI assembled, configured and directly shipped approximately 1,350 MFPs to the City of Los Angeles. In addition to the MP5500, which ISPC already produced, four other models – the MP2510, MP3010, MP4500 and MPC3000 – were configured with various options according to customer specifications. Typically, the options for these models, such as finishers or fax units, are configured by Customer Configuration Center (CCC) technicians and then delivered to regional dealers, who then deliver the products to the customer. Thanks to ISPC's quick action and customer focus, REI was able to promote our value in the Ricoh supply chain and opened the door for new customization business opportunities.

## California Employees Contribute to Upper Newport Bay Cleanup Day Efforts

Sixty Ricoh employees, and their friends and family, participated in the Upper Newport Bay Cleanup Day on Saturday, September 15. The event drew over 1,000 volunteers, who removed 24,000 pounds of trash and recyclables from the shorelines of the Upper Newport Bay. This cleanup event was held in conjunction with the California Coastal Cleanup Day, where approximately 50,000 volunteers turned out to over 750 cleanup sites statewide to remove nearly 500,000 pounds of trash and recyclable materials.

Locally, Ricoh volunteers arrived at the Muth Interpretive Center, where they signed in with the H.O.P.E. Team and received supplies for the morning – trash and recycling bags, gloves and a card to tally the trash they collected. From there, volunteers were bussed or boated to the areas in need of cleaning. Upon their return, participants could wander around the expo area to receive their lunch, a t-shirt and promotional items from vendors. Volunteers also submitted the cards that tallied the trash, noting the most peculiar items they collected. Winners of the statewide 2007 Most Unusual Item Contest found a safe that had the sides blown out (Northern California), a bottle full of beetles (Southern California) and a litter of puppies, who were later put up for adoption (Inland California).

Past Coastal Cleanup Day data reveals that between 60 to 80 percent of the debris on the beaches and shorelines comes from inland sources, traveling through storm drains or creeks out to the beaches and ocean. Rain or even something as simple as hosing down a sidewalk can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. All Californians are asked to take responsibility for making sure trash goes where it belongs -- securely in a trash can, recycling bin, or a hazardous waste dump when appropriate.



# REI Employees Help With Southern California Wildfire Relief Efforts



**American Red Cross**

In October and November, more than 20 wildfires raged throughout seven counties in Southern California. These fires forced nearly one million people from their homes and destroyed more than 1,500 homes. REI California employees once again demonstrated concern for their neighbors and community by contributing to the American Red Cross, through monetary contributions and

blood donations. These donations helped the American Red Cross provide disaster assistance to those affected by these fires. REI employees donated \$1,128.00 and the company matched that amount, dollar for dollar, bringing REI's total contribution to \$2,256.00. Many thanks also go out to everyone who donated at REI's blood drive on November 13. The wildfires had caused the cancellation of many blood drives, adding to the existing blood shortage in Southern California. Ricoh employees once again responded with generosity by filling up all available appointments to donate blood. Thanks to your participation, the Red Cross collected 30 units of blood, which saves 90 lives!

*"Ricoh and the H.O.P.E. Team were able to help save 90 lives with the drive - and it couldn't have come at a better time! Thank you so much. You are greatly appreciated!" -- Cher Pacini, American Red Cross*

More than \$1 million was raised by the American Red Cross Orange County Chapter for wildfire relief efforts, which enabled them to provide:

- Four shelters in three locations
- 1,250 overnight stays to displaced residents
- 4,800 meals
- Emergency operations center

## Show Me the Money... Electronically

In October, REI's Financial Management Group (FMG) began reimbursing employee business expenses through direct deposit (ACH) electronic payment. This is a pilot program that started with employee expense reimbursement and will later include payments to outside vendors. This new system increases security while reducing expenses and preparation and collection time.

Employees who were signed up for payroll direct deposit did not need to take any further action as FMG used the bank information from the ADP payroll system. If you would like to change your bank or payment preferences, or to enroll in business expense electronic payment, please complete the Business Expense Direct Deposit form and send to Corporate Accounting.

The A/P payment schedule remains the same, with payments made on Wednesdays and deposited into employee accounts on Fridays. Employees are notified when a deposit is made. If the electronic payment is rejected, employees are notified and an arrangement made for payment replacement. No electronic payment will be initiated outside the regular weekly schedule for employees reimbursements. For more information on this program, contact Grace Ricafrente at ext. 2518.

## RIM Employees Teach Elementary Children Fire Safety

As a H.O.P.E. Team project, the Firefighter Brigade from Ricoh Industrial de Mexico, S.A. de C.V. (RIM) visited an elementary school to share fire safety information with teachers, students and parents on November 27. The school is located near the RIM facility, in the neighborhood of San Nicolas Tolentino.

The Brigade, comprised of Felipe González, Sergio Aguilar, Rocío Camacho, Carmen Loyola, Sergio Castillo, Florentino Olivera and Carlos Campos, taught the students and parents what are considered risky conditions for a fire, prevention tips for school and home and demonstrated how to use a fire extinguisher. The Brigade also installed safety warnings, taught the children how to read and follow the warnings and demonstrated how to evacuate the building in case of a real emergency. Finally, the Brigade painted the "meeting point" that is assigned in case of an evacuation.

Prizes were given to the students with the highest learning score. The principal and teachers of the school expressed their gratitude for the support of the Brigade and mentioned that activities like this made them feel safe. The school invited the Firefighter Brigade back to the school and thanked Ricoh for expanding their safety efforts to the community.

## Employees Gave Generously This Thanksgiving



REI employees expressed their generosity this Thanksgiving season as they donated food and other items. Senior citizens hold a special place in the hearts of Georgia employees. The Georgia H.O.P.E. Team created a grocery shopping list where individuals and teams could adopt a senior and then purchase the entire meal from the list. Also, with support from Cooper Transportation and Publix Supermarkets, the H.O.P.E. Team was able to round out the meals with turkeys, bread and butter to accompany the non-perishables. The generosity from employees was overwhelming as 81 meals were collected and distributed to local seniors. This Thanksgiving tradition began years ago with the residents of Grady Holt, an assisted-living complex for seniors in Lawrenceville. The Thanksgiving meal donation drive has grown to include seniors throughout Lawrenceville, and now throughout Gwinnett County.

California employees also donated generously this Thanksgiving by giving food in a drive organized by the California H.O.P.E. Team. Non-perishable food was collected and donated to the Second Harvest Food Bank. The Food Bank, whose mission is to eliminate hunger in Orange County, serves 390 member charities that reach the hungry, including church pantries, shelters, senior centers, rehabilitation centers, homes for abused women and children and many other emergency assistance organizations. Collection bins were located throughout each building and employees generously donated 1,390 pounds of food!

## Earth Connection Tour Hosted by Georgia

REI's 22nd Earth Connection Tour was hosted by Georgia employees on November 7 and was truly inspirational. The presentations reflected REI Georgia's high energy, passion and strong commitment to making improvements in our business, not only for the bottom line, but in support of Ricoh's aim for a sustainable society.

REI Georgia has done a tremendous job of sharing their environmental focus with those in their community. Students from J.G. Dyer Elementary School, REI Georgia's school partner, shared essays about their vision for a sustainable world and songs of the importance of protecting the earth. Tour guests were moved by their passion for the environment. Another highlight was the ribbon cutting and introduction of the newly renovated education center that features REI's efforts in becoming a Zero-Waste-to-Landfill facility. The tour concluded on a high note with the release of the Black Kur fish into the lake at the Georgia plant by President Nakanishi. This fish is one of Georgia's 168 endangered species.

The Georgia employees have clearly shown that Kaizen activities are important and beneficial to the future success of our company. All the sustainable case studies were tied to the 15th Mid-Term Environmental SMO. One again, Georgia hosted a "benchmark" Earth Connection Tour!



## Former REI President Named Chairman and CEO of Ricoh Americas Corporation



Ricoh Americas Corporation announced that Katsumi "Kirk" Yoshida was named Chairman and CEO of Ricoh Americas Corporation effective January 1, 2008.

Mr. Yoshida had previously served as Chairman and CEO of Ricoh Corporation (the former name of Ricoh Americas Corporation) from 1998 to 2004. Mr. Yoshida will continue in his role as Chief Marketing Officer and Board Member of Ricoh Company, Ltd., in Tokyo, and Chief Marketing Officer and Board Member of InfoPrint Solutions Company, a joint venture company between Ricoh and IBM, based in Boulder, Colorado.

Mr. Yoshida's career with Ricoh has encompassed manufacturing, sales and marketing. He joined Ricoh in 1967, and has held positions in the Production Business Group in Tokyo, and served as President of REI from 1990 to 1996, before joining Ricoh Corporation, first as Vice Chairman and then as Chairman. In his current position as Chief Marketing Officer of Ricoh Company, Ltd., Mr. Yoshida oversees all marketing efforts world wide excluding Japan. Mr. Yoshida is also a Corporate Executive Vice President and Board Member of Ricoh Company, Ltd.

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Editor: Elissa Satter  
Contributing Writers: Blanca Hernandez, Maryanne Milne, Eiko Risch and Bobbi Shingleton  
Graphic Design: Damon Hickman Design  
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Do you have a great story idea for REI News? How about a comment or a question? If so, please contact Corporate Communications at (714) 566-6004. REI News is committed to informing employees about events and issues of Ricoh Electronics, Inc. and other Ricoh Group companies. REI News is published three times a year.

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## Business Updates

### ■ Ricoh Introduces New Unit Dedicated to Production Printing

Ricoh Americas Corporation announced the establishment of its Production Printing Business Group (PPBG) in September. PPBG was created to specifically focus on the unique, customer driven requirements of data center, in-plant and graphic arts environments. During the past several years, Ricoh has been preparing to enter the production printing market. Now, with a dedicated direct sales team, channel operations, and solutions engineers working to define, build, implement and support production solutions, customers have a new alternative as they evaluate vendor offerings.

### ■ Ricoh Receives VARBusiness Annual Report Card Award

Ricoh Americas Corporation announced that it has received an Annual Report Card (ARC) award from CMP Channel's VARBusiness for Partnership in the Workgroup Color Printer category. Now in its 22nd year, the VARBusiness ARC awards acknowledge outstanding partner programs and superb vendor service in 15 product and service categories. Winners were selected by VARBusiness's editorial staff based on feedback from more than 5,000 systems integrators, IT consulting organizations, value-added resellers (VARs), solution providers and software developers. Ricoh earned the award for Partnership by recording the highest overall score in ease of doing business in the category.

### ■ Ricoh Announces Enhanced Print Security Software Solution

Ricoh Americas Corporation announced a new security feature to its Enhanced Locked Print-Extended Edition (ELP-EX) document security solution. Designed to protect confidential documents in shared printing environments, ELP-EX now offers an additional layer of security through the use

of proximity cards. Many high-security environments already use the technology on which the proximity cards operate for security measures such as secure door access systems. For these establishments, ELP-EX offers a cost-effective way for them to increase accessibility and security when managing documents.

### ■ Ricoh Americas Corporation Named to InformationWeek 500

InformationWeek Magazine has included Ricoh Americas Corporation in its InformationWeek 500, a prestigious listing of the most innovative information technology companies in the U.S., for the third consecutive year. Ricoh is ranked number 144 on the 2007 list, a significant rise from last year's position of 179 and a testament to Ricoh's continued success of using innovative technology products and solutions in its operations.

### ■ Ricoh Sponsors CNN's "The Boardroom"

Ricoh's sponsorship of CNN's 'The Boardroom' weekly business segment is set to reach new audiences as the program moves to Shanghai for a rare one-on-one in-depth interview with Starbucks Chairman, Howard Schultz. The hour-long interview is the first of three special 'Boardroom Master Class' events to be held in front of live audiences at leading international business schools. Schultz is interviewed at Shanghai's world renowned CEIBS, while New York and London are set to host the next two sessions. Ricoh's sponsorship of 'The Boardroom' runs until July 2008 and is broadcast to more than 200 million households globally. It also reaches a unique global audience through extensive online features including streaming video interviews at [www.cnn.com/theboardroom](http://www.cnn.com/theboardroom).

### ■ Ricoh Honored With BLI's Printer "Line of the Year" Award

Buyers Laboratory Inc. (BLI) is pleased to announce that for 2007, the recipient of its most prestigious printer "Pick" award is Ricoh Americas Corporation. Presented once each year, BLI's "Outstanding Printer Line of the Year" award

recognizes the vendor whose product line has proven to be the best. The selection is made by BLI's highly experienced staff of test technicians and editors after subjecting scores of office printers of all types from every major vendor to BLI's unique battery of laboratory tests. Among the many factors considered by BLI in selecting a "Line of the Year" recipient are the reliability, overall economy, print quality, ease of use, productivity and administrative utilities offered by the models in its line.

### ■ Ricoh Technology Center in Ebina Receives Award for Manufacturing Excellence

The Ricoh Technology Center in Ebina, Ricoh's primary R&D facility near Tokyo, received the fourth Nikkei Monozukuri Award on November 26. The Nikkei Monozukuri Award, organized by the Nikkei newspaper, is given to outstanding factories and laboratories, regardless of company size, for special achievements in high production efficiency - production systems capable of competing with countries with low labor costs - or automated databases that systematize hand crafted practices. The Ricoh Technology Center was singled out for the integration of development and production processes of copiers and printers into one; and for the superior layout of testing rooms and other sections.

### ■ Ricoh Adopts Waterless Cleaning for Reusable Component Line

Ricoh Company, Ltd. has revealed the development of a new process to clean reusable components recovered from used multifunction printers and copy machines that uses no water. It introduced the process to its Ricoh Gotemba plant in 2006. The technology sprays small pieces of resin film using air flow to remove toner and dirt on used components. This process replaced the previous ultrasonic cleaning process. The new process can reduce environmental loads as it generates no waste water at all, as well as lowering costs through a greatly-reduced processing time.