

# 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

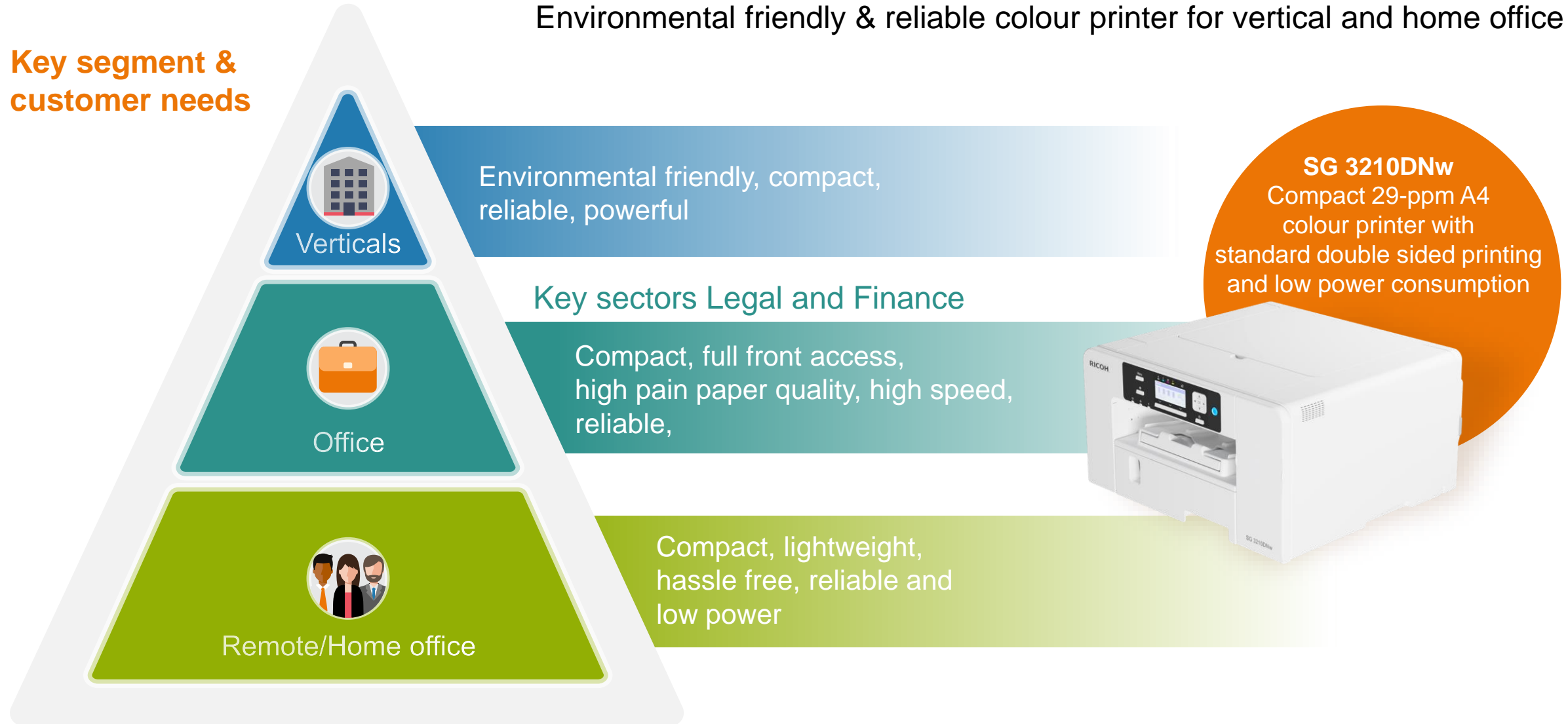
	Home (Remote/home office)	Office	Gemba (Vertical )
MA	 Light weight, Reliability & low power	 High plan paper quality, High speed & Reliability For decentralized printer	Environmental Friendly & Reliability  Government Education Hospital
SMB	 Light weight, Reliability & low power	 High plan paper quality,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

# 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.**

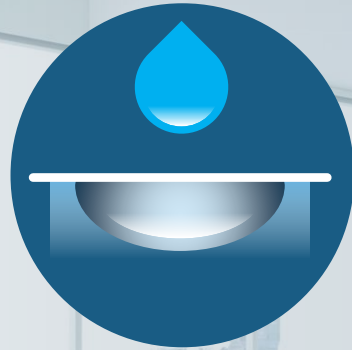
RICOH SG 3210DNw



# Key Benefits

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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  
(3.23m)

Ordinary Ink Jet Printer

**GELJET Wide Head** 1 Head (2 Colors} x 2 Total 768 Nozzles

Ink Droplet Size Minimum  
**2pl**



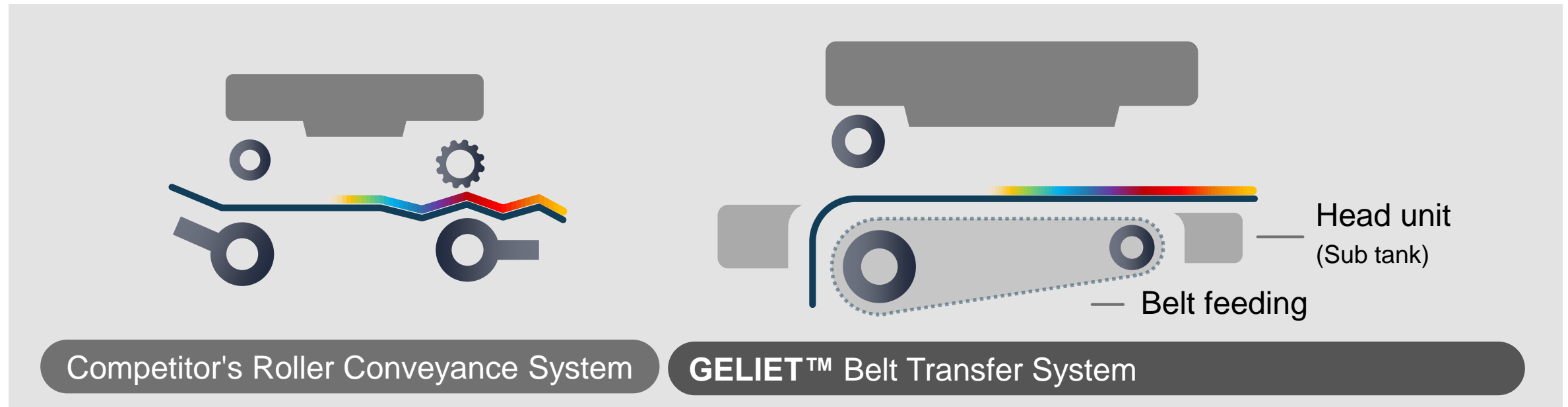
High speed printing by Wide Nozzle



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:

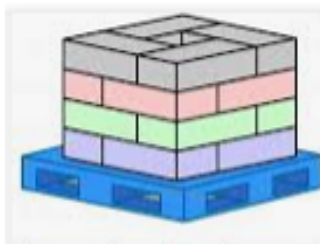
\*The definition of "Storage Period" : Starting from the timing of manufactured. The item must be unopened.

\*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

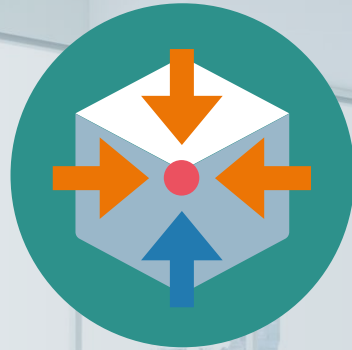
\*4: Palletized image is as below.



# Key Benefits

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Compact  
design



Your **work  
solution** for a  
compact and neat  
workplace.



# Compact design

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## Flat top

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



## 4Line LED



213mm

## Compact design

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

437mm

399mm



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



Your **work  
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compact and neat  
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

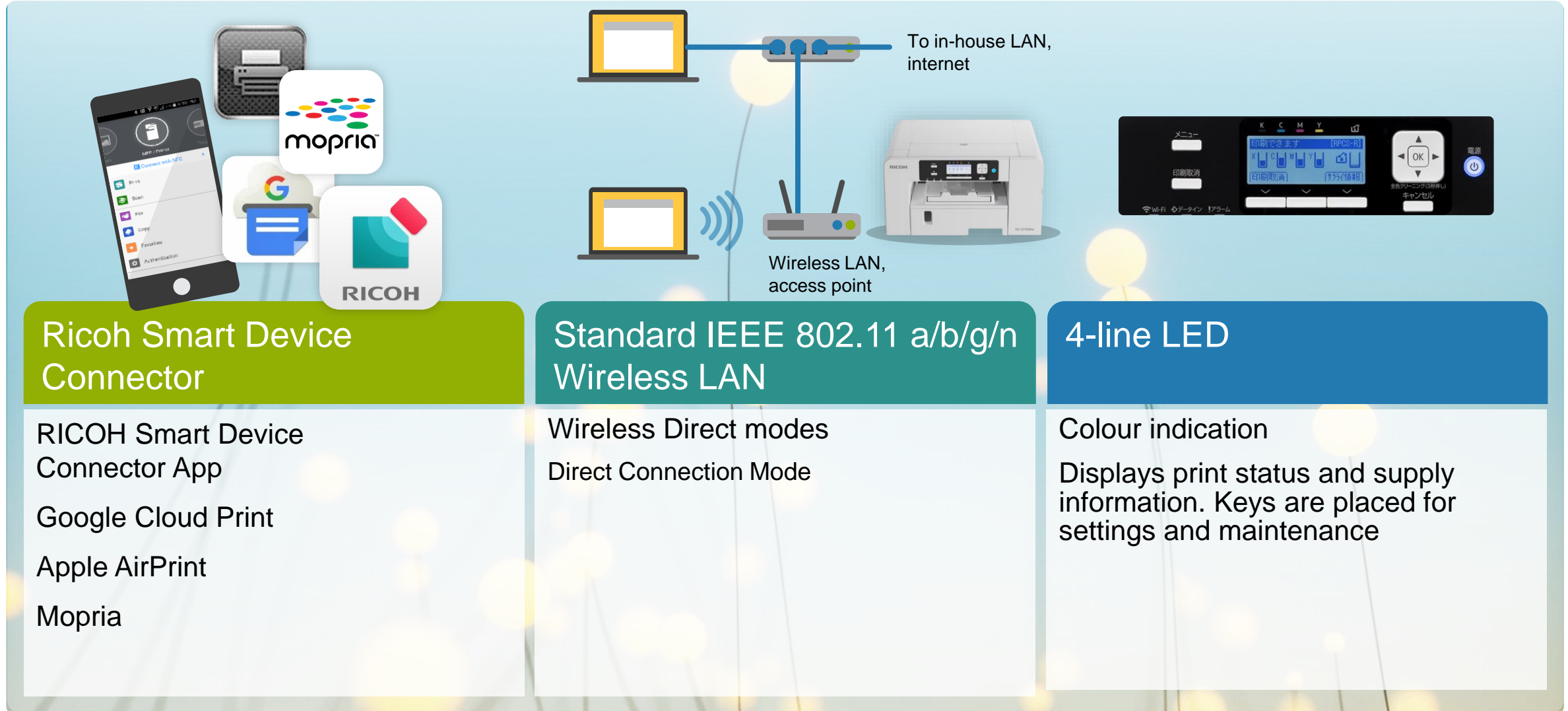
# Key Benefits

Ease of Use



Your **work solution** for a compact and neat workplace.





# Key Benefits

Low TCO



Your work  
solution for a  
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





# Specs vs competitors

		RICOH	EPSON	EPSON	EPSON	HP	HP	HP
		Bourgogne-P2	WorkForce Pro WF-C5210DW	WorkForce Pro WF-C5290DW	WorkForce WF-2010W	Officejet Pro 8210	PageWide Pro 452dw	Officejet Pro 6230
Launch date		Jan-20	Jan-18	Jan-18		Aug-16	Apr-16	Oct-14
Mainframe								
Ink Tank/ Ink Cartridge		Ink Cartridge	Ink Cartridge	Ink Cartridge	Ink Cartridge	Ink Cartridge	Ink Cartridge	Ink Cartridge
High Yield Ink		Yes	Yes	Yes	No	No	Yes	No
Print Speed	Color	29ppm	34ppm	34ppm	18ppm	34ppm	55ppm	24ppm
	Mono	29ppm	34ppm	34ppm	34ppm	34ppm	55ppm	29ppm
1st Print Speed		6.5sec	5 sec/6 sec	5 sec/6 sec	9 sec/10 sec	9 sec/10 sec	6.5 sec/7 sec	14 sec/17 sec
Max Resolution		4,800×1,200dpi	4800 x 1200 dpi	4800 x 1200 dpi	5740 x 1440 dpi	2400 x 1200 dpi	2400 x 1200 dpi	4800 x 1200 dpi
LCD Panel		4line LCD	LCD	LCD				LCD
外形寸法(幅×奥行×高さ)		399×437×213 mm	357 x 425 x 535 mm	357 x 425 x 535 mm	392 x 264 x 148 mm	498 x 419 x 204 mm	378.9 x 530 x 407 mm	145.5 x 464 x 385 mm
Weight		10.5kg	15.3kg	15.3kg	3.2kg	8.2kg	16.38kg	5.1kg
Duplex		Standard	Standard	Standard	No	Standard	Standard	No
Durability		150K	N/A	N/A	N/A	N/A	N/A	N/A
Paper Capacity	Std	250	330	330	100	250	500	225
	Max	850	830	830	100	250	1000	225
Interface	USB	USB2.0	USB2.0	USB2.0	USB2.0	USB2.0	USB2.0	USB2.0
	Wired LAN	100BASE-TX/10BASE-T	100BASE-TX/10BASE-T	1000BASE-TX/100BASE-TX/10BASE-T	100BASE-TX/10BASE-T	100BASE-TX/10BASE-T	100BASE-TX/10BASE-T	100BASE-TX/10BASE-T
	Wireless LAN	IEEE802.11b/g/n	IEEE802.11b/g/n	IEEE802.11b/g/n	IEEE802.11b/g/n	IEEE802.11b/g/n	IEEE802.11b/g/n	IEEE802.11b/g/n
	Wi-Fi Direct	Yes	Yes	Yes	Yes	Yes	Yes	Yes

# Major Selling Points

## 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

# Multi-Service Offer Overview

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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