



News Article

[Back to Index](#)

RICOH HONORED WITH BLI'S PRINTER "LINE OF THE YEAR" AWARD

December 5, 2007 - Hackensack (NJ) - 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 monochrome and color personal printers to large workgroup models) 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.

This year, BLI's extensive lab tests have clearly shown that the outstanding performance of its printers has earned Ricoh BLI's award for "Most Outstanding Printer Line of the Year."

In commenting on Ricoh's line, BLI Senior Printer Analyst Marlene Orr noted, "Ricoh offers printers in every segment of the market, from small workgroup to departmental printers, designed to meet the diverse needs of business users. It has taken top honors for its color printers two years running and, now, after submitting its line of monochrome printers to BLI testing, Ricoh has proven to be the clear choice for this honor, as its products have received more Highly Recommended ratings and 'Picks' than any other vendor. In fact, BLI tested eight single-function printers from Ricoh, ranging from small workgroup to departmental offerings, including GelSprinter ink-based products and color and monochrome laser printers and seven earned Highly Recommended ratings, while five garnered Pick awards."

BLI Senior Test Technician Tony Maceri added, "Ricoh printers are very easy to set up and manage on the network and offer excellent feedback to users, thanks to Ricoh's outstanding utilities. Not only do Ricoh printers offer flawless reliability, commendable productivity and admirable output quality, but they also offer higher than average toner yields, which translate to decreased downtime and lower cost per page."

"For the past seven years, Ricoh has been dedicated to developing a full, feature-rich printer product line with unique capabilities and customer value," said Ron Potesky, vice president of corporate product marketing for Ricoh Americas Corporation. "Being the recipient of BLI's 2007 'Printer Line of the Year' award for both color and black-and-white products confirms that businesses can count on Ricoh products and solutions to streamline document workflow and boost office performance and efficiency. We are grateful for this honor and will continue to provide exceptional customer service, products and experiences in all that we do."



Stay tuned for additional Buyers Lab "Pick" award announcements in the following categories:

- December 7:** Outstanding Scanners and Solutions
- December 10:** Outstanding Segment 1 and 2 Copier MFPs
- December 12:** Outstanding Segment 3 and 4 Copier MFPs
- December 17:** Outstanding Segments 5 and 6 Copier MFPs
- December 17:** Copier MFP Line of the Year

About Buyers Laboratory

For more than 45 years, Buyers Laboratory has been the leading independent office-equipment testing lab and business consumer advocate. In addition to publishing the industry's most comprehensive and accurate test reports on office document imaging devices, each representing months of exhaustive hands-on testing in BLI's US and UK laboratories, the company has been the leading source for extensive databases of specifications and pricing on copiers, printers, fax machines and multifunctional products. The company's databases cover 10,000 products and have a long-standing reputation for being the industry's most trustworthy and complete source for global competitive intelligence. They are available to BLI subscribers online via the company's bliQ competitive information service. This encyclopedic resource also provides quick and easy access to BLI's First Look Reports, Field Test Reports, Lab Test Reports, Solutions Reports, Digital Imaging Review and Business Consumer's Advisor newsletters and OEM library.

In addition to the testing of office equipment for its subscribers, Buyers Laboratory provides a vast array of confidential for-hire private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (such as toner, ink and photoconductors), software and solutions and print media testing (including virgin and recycled papers).

For more information on Buyers Laboratory, please call (201) 488-0404, visit www.buyerslab.com, or e-mail info@buyerslab.com.