

## **Aficio™SP C420DN – High-quality A4 colour laser printer with wide paper versatility and low cost per print**



**Amstelveen, The Netherlands, April 2008**

**– Ricoh Europe (Netherlands) B.V. introduces the Aficio™SP C420DN, a competitively priced high-quality A4 colour laser printer. Targeted at small offices and workgroups, this reliable device offers outstanding colour quality and flexible paper handling, while ensuring a low cost per print. It comes with extensive connectivity options, easy cost monitoring and requires only minimum maintenance. Customers will find using this unit will streamline their print workflow, and help to reduce their colour printing costs.**

Lavesh Lakhina, Product Manager at Ricoh Europe (Netherlands) B.V.:  
“The Aficio™SP C420DN builds on the success of its predecessor which was a popular product in the market. As the total colour laser printing market continues to grow, at Ricoh we continue to develop our solutions and increase our competitiveness. With this affordable standalone unit, Ricoh demonstrates its ‘Total Cost of Ownership’ (TCO) strategy to provide customers with true value for money. Features and quality are not sacrificed with the Aficio™SP C410DN offering a wealth of features in combination with an extremely low cost per print.”

The Aficio™SP C420DN redefines office colour performance by delivering 30 full colour or black and white pages per minute, even in duplex. With a short warm-up time of less than 30 seconds and a quick, 15-second first print speed it delivers an efficient workflow every time. Multi-user environments will benefit from the unit’s substantial duty cycle of maximum 150,000 prints per month, as well as from its user friendly features, such as Stored Print & PDF Direct Print, which reduce network traffic and help to save time.

For offices that demand high-quality colour, the Aficio™SP C420DN delivers accurate image quality at 1,200 x 1,200 dpi. The SP C420DN will print onto media up to 216 g/m<sup>2</sup> from all paper trays and supports paper up to 163 g/m<sup>2</sup> for duplex. Users can add up to 3 optional paper trays and use a diverse selection of paper sizes and types at the same time: from plain paper, recycled paper, transparencies and envelopes to waterproof and coated paper. It is easy to enhance presentations, charts and photos, as well as graphic applications using the industry standard colour profiles included. As a result customers can keep document creation in-house and save additional costs.

The latest network connectivity technologies, such as Gigabit Ethernet and Camera Direct Print are available as plug-and-play options. Security features include the most advanced capabilities, for example, protection against unauthorised copying of any document printed on the Aficio™SP

C420DN.

Despite its abundant features, the SP C420DN is surprisingly easy to use. Its straightforward and intuitive 4-line LCD operation panel with suspended/resume button swiftly guides users through all print jobs. Ricoh's one-click RPCS™ printing interface makes printing even more efficient. In addition, e-mail alerts facilitate device monitoring and management, while the short paper path significantly reduces the chance of paper jams.

The Aficio™SP C420DN is the latest addition to Ricoh's advanced range of digital office equipment. Ricoh currently manufactures one of the world's most extensive line ups of printers, copiers, scanners, faxes and multifunctional devices, as well as advanced software solutions.

**Note to editors**

Ricoh Europe PLC is the EMEA Headquarters of Ricoh Company Ltd., the leading global manufacturer of office equipment, located in London, United Kingdom and Amstelveen, the Netherlands. Ricoh's EMEA operations comprise 47 sales subsidiaries and affiliates. In the fiscal year ended 31 March 2007, revenues from Ricoh's EMEA operations totalled over €3.3 billion, accounting for 24.5% of the company's global revenues. Ricoh's worldwide sales increased by 8.4% totalling ¥ 2,068.9 billion (€ 13.4 billion).

**For further information, please contact:**

Ricoh Europe PLC

Peter T. Van der Kaag

Tel.: +44 (0)20 7465 1153

Tel.: +31 (0)20 54 74 153

E-mail: [postmaster@ricoh-europe.com](mailto:postmaster@ricoh-europe.com)

Home page: [www.ricoh-europe.com](http://www.ricoh-europe.com)