

# RICOH Ricoh Company, Ltd.

## Introduction

Ricoh Company, Ltd. is a leading maker of office automation equipment, including copiers, printers, facsimile machines, and related supplies. Other products that the company manufactures and/or markets include personal computers, peripheral devices such as CD-recordable drives, semiconductors, and digital cameras. The company is the world's number one maker of digital copiers and more than 60 percent of Ricoh's revenues are derived from copiers and related supplies. With factories and sales affiliates located throughout Asia, Europe, and North and South America, Ricoh generates about 40 percent of its revenues outside of Japan, with about 18 percent stemming from Europe and 16 percent from the Americas.



## History

Ricoh Co., Ltd. was founded in 1936 by Kiyoshi Ichimura, the son of a poor farmer. He was born with no privileges or advantages. All that he achieved was born of his own intelligence, determination and vision. Ichimura's first major innovation was the RicohFlex III. Introduced in 1950, this was the world's first mass-produced twin-lens reflex camera. This level of technological innovation was very significant and gives

an important insight into Ichimura's vision and ambitions for the future. He followed with many other innovations, like the 1955 introduction of the first desktop copy machine, the Ricopy 101. In 1973 Ricoh introduced the world's first fully-digital facsimile machine, the RIFAX 600S.

## Location

Yokohama, Kanagawa Prefecture



## Topics covered:

- Quick Response Manufacturing
- Value Streams
- Safety and Health
- Activity Based Costing

## Who we will meet:

- General Manager, Corporate Public Relations Div
- Assistant Manager, Plant Engineering Div.