

Colour Management Services

Business Information Solutions

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The wrong colour, or colour inconsistency from printer to printer, can cost a printing organization dearly in time, money and business. What is an effective — and sustainable — approach to improving colour management? The answer may lie in Ricoh's comprehensive colour management program.

Organizations engaged in graphic arts — from print-for-pay shops to advertising and marketing agencies and departments — typically make significant investments in colour printing technologies. Such investments are aimed at reducing costs, increasing flexibility and exerting control over colour fidelity and print quality. And yet, printing organizations may still face ongoing challenges around the consistency and quality of colour output.

Colour management can be an art, science and engineering challenge — with myriad variables affecting the colour chain. Even printing professionals may become overwhelmed when managing colour accurately across an environment that includes a host of multi-vendor hardware and software products. While manual adjustment can be a stopgap solution, it is less than ideal as a long-term approach.

Fortunately, there's Ricoh Colour Management Services — a suite of capabilities delivered by one of the industry's most experienced teams of Production Print Solution Engineers (PPSEs). Ricoh's PPSEs hold a variety of industry certifications. These include certifications and certification through the Colour Management Professional (CMP®) Program, as well as Certified Document Imaging Architect (CDIA+®) certification from the Computing Technology Industry Association (CompTIA®).¹

Ricoh's flexible services, which include Colour Conformance Audits, can be tailored to address a range of challenges and are designed to give organizations access to proven and sustainable practices for colour management of any scale. Ricoh Colour Management Services combine comprehensive capabilities to help support an effective and sustainable approach to colour management.

¹ CMP is a trademark of IDEAlliance® Inc. CDIA+ is a trademark of CompTIA®.

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Improve cost effectiveness

When investing in a colour production environment, most organizations hope to obtain cost efficiencies. But those cost efficiencies can evaporate due to inconsistent output and/or inefficient processes. Working with Ricoh's dedicated colour management experts, organizations can identify opportunities to obtain greater value from colour technology investments.

They can work to reduce time spent on colour matching across devices. And they can work to lower costs and improve colour quality to please even the most demanding customers — while reducing unjustified returns and no-cost reprint requests by their customers.

Enhance quality and consistency

Multi-vendor output fleets present complex colour management challenges. Manual adjustments and other stopgap measures often fail to deliver the required consistency and quality. Ricoh Colour Management Services can help in standardizing output across an entire fleet of colour devices — even if the devices were made by different manufacturers. Our team of CMP® Masters work to deliver the industry's gold-standard support in identifying new, innovative opportunities to improve and/or automate colour workflow.

Drive productivity

Designers and operators should be able to focus on design and production — not colour management. Automating colour management helps to not only decrease operator intervention but also accelerate turnaround times. Ricoh also helps organizations to reduce waste by working to achieve consistent colour faster than with manual adjustments.

