



Press Release

J.D. Power Asia Pacific Reports:

Ricoh Ranks Highest in Satisfying Business Customers in Japan with Color Laser Printers

Upkeep Costs are Particularly Dissatisfying for Color Printer Customers

TOKYO: 25 September 2009 – Ricoh ranks highest in satisfying business customers with color printers, according to the J.D. Power 2009 Japan Color Printer Customer Satisfaction StudySM.

The study, now in its 13th year, examines three factors that contribute to overall customer satisfaction with single-function color laser printers for office use (listed in order of importance): product (44%), maintenance services (32%), and sales response (24%).

Ricoh ranks highest and performs particularly well in all three factors. Fuji Xerox follows Ricoh in the rankings.

“Ricoh’s customers indicate that specific aspects of the company’s sales and maintenance response were particularly satisfying,” said Yasunari Takahama, project manager at J.D. Power Asia Pacific, Tokyo. “In addition, customers report that the performance, product quality and ease of use of Ricoh printers are also strong.”

The study finds that supply and maintenance costs associated with color printers are a primary source of customer dissatisfaction, and have contributed to a decline in overall satisfaction in 2009. According to the J.D. Power Asia Pacific 2009 Japan Color Copier Customer Satisfaction Study,SM customers are considerably less satisfied with the operating costs associated with using color printers, compared with operating costs of color copiers. In addition, when purchasing color printers, customers pay comparatively more attention to “equipment introduction costs” than they do when purchasing color copiers.

Approximately 40 percent of color printers have been in use for four years or longer. Satisfaction with machine upkeep costs is considerably lower among customers using machines that are four years old or more, compared with customers with machines that are three years old or less, likely due to higher incidence of repairs and associated repair costs.

“In order to increase overall satisfaction with color printers, manufacturers should monitor the age of machines in use by their business customers and promote timely replacement with new equipment,” said Takahama. “This can help improve customer perceptions of upkeep costs.”

The 2009 Japan Color Printer Customer Satisfaction Study is based on responses from 1,482 customers who are responsible for color printers in offices. The survey was fielded between May and June 2009.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: shizue_hidaka@jdpower.co.jp

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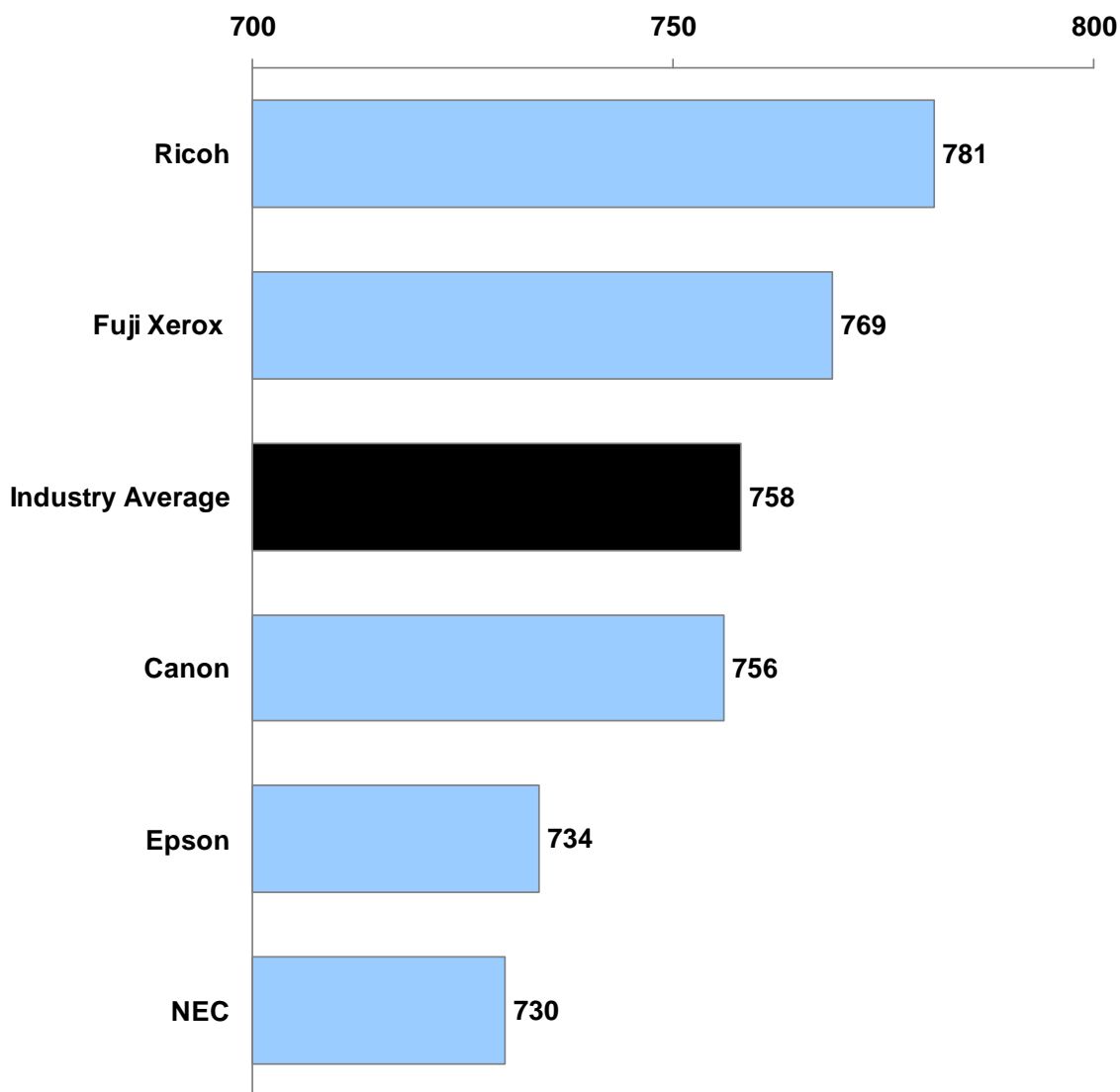
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2009 Japan Color Printer Customer Satisfaction StudySM

Overall Customer Satisfaction Index (Based on a 1,000 point scale)



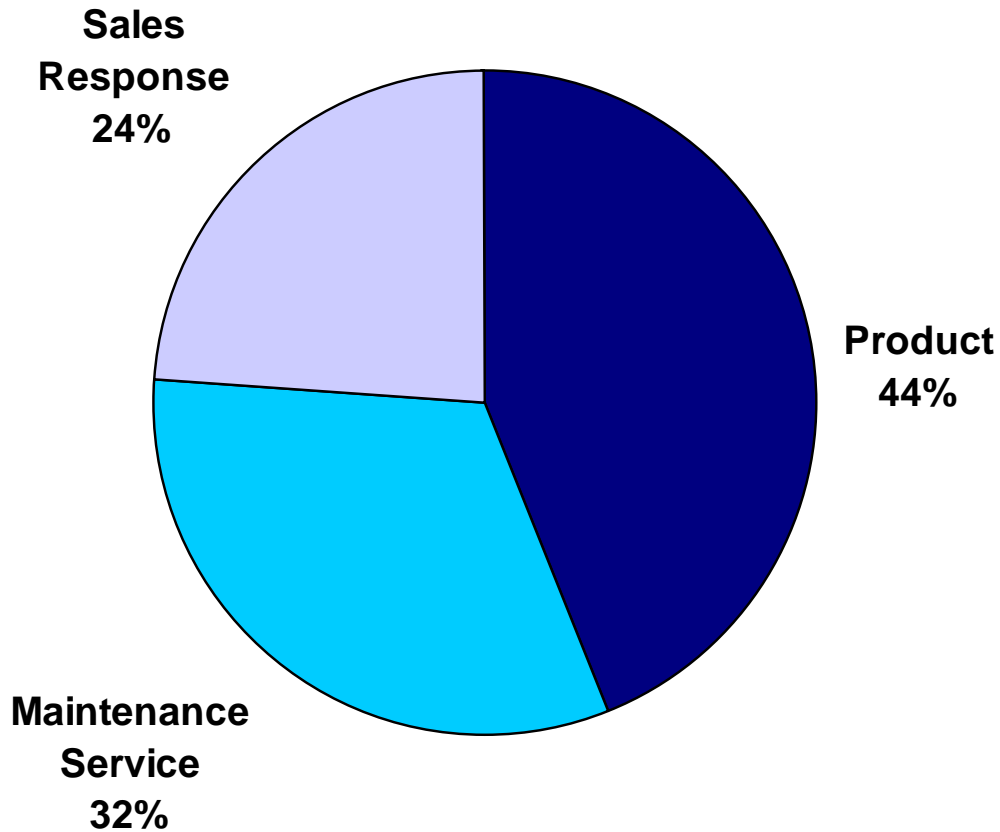
Note: Included in the study, but not ranked due to small sample size are Casio, Fujitsu, Konica Minolta, Kyocera Mita and Oki.

Source: J.D. Power Asia Pacific 2009 Japan Color Printer Customer Satisfaction StudySM.

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J.D. Power Asia Pacific 2009 Japan Color Printer Customer Satisfaction StudySM

Factors Contributing to Overall Customer Satisfaction



Source: J.D. Power Asia Pacific 2009 Japan Color Printer Customer Satisfaction Study.SM

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