

Managing *for Excellence*



Ricoh is

people

What is the one thing that all our 1,200 employees have in common?



A commitment to excellence. In manufacturing facilities in Orange County, California, Lawrenceville, Georgia and Toluca, Mexico all of our employees are focused on one goal: manufacturing precision products that deliver perfect documents, every time.

Products like our advanced multi-function devices that combine copying, printing and fax capabilities in one easy-to-use product, toners, and thermal paper along with printed circuit boards, customer-configured products, SecureFax™, eCabinets, parts and accessories.

As the North American manufacturing subsidiary of Ricoh Co., Ltd., a \$14-billion global leader in computer-connected digital multi-functional document systems and diversified office automation equipment, Ricoh Electronics, Inc. is known for its singular commitment to quality.

quality

Ricoh is

To make sure every single product we manufacture meets the most rigorous standards of performance,



we empower all our employees to think and act like owners of their equipment.

By maintaining their own equipment, operators all along the manufacturing line can spot and correct any small abnormality before it becomes a problem. Further, each employee has the power to stop the line immediately to fix any potential problem. Lastly, every single person checks the quality of the work performed at the preceding station. This way quality is ensured throughout, not simply checked at the end.

This uncompromising dedication to excellence has led to several key certifications and awards including the coveted ISO 9001: 2000 standard, an international standard for quality management that puts Ricoh in an elite group of companies worldwide.

Ricoh is

innovation

*From the very beginning,
Ricoh has embraced innovation.*



By continually reviewing our manufacturing processes we work to develop new products, lower costs, improve efficiencies, and minimize production waste.

For example, our Network Information Communication System, or NICS, makes it possible to solve problems and make decisions immediately by providing real-time quality information from the equipment-manufacturing group. Another example can be found in the patented technology behind our thermal paper. Customers who use Ricoh's thermal coating process are guaranteed crisp, clean and accurate bar codes that scan correctly every single time.

Through Ricoh's high quality standards and innovative production methods, our company has continued to keep production waste down while manufacturing top grade products at competitive prices.

community involvement

By donating generously to organizations



like the American Red Cross and sponsoring employee volunteer projects to support a variety of causes, Ricoh is working toward the betterment of the world we live in.

But Ricoh's commitment goes even further. Recognizing that mankind's survival on this planet depends on the availability of essential resources and a healthy environment, Ricoh is committed to protecting our land, our air and our water.

In 2001, we achieved our ambitious goal of zero-waste-to-landfill at all our manufacturing facilities, which assures us that we are no longer sending any waste -- that means no paper, no plastic, no glass, no office supplies, no equipment or products -- to landfills. This is in addition to our toner recycling, copier re-manufacturing programs, and replacement of cleaning solvents with water-based cleaners.

Ricoh's dedication to environmental responsibility can be seen in the company's ISO 14001 certification, a voluntary standard for environmental management systems, and its membership in the U.S. Environmental Protection Agency's National Environmental Performance Track.

All these efforts are summed up in our slogan: **"Our Earth, Our Tomorrow."**

Ricoh is

customer -focused

*While there are a number of ways
to measure the success of Ricoh*



including quality achievements, industry awards, environmental accomplishments and steady company growth, **the most critical is customer satisfaction.**

That is why Ricoh focuses on finding solutions to customer needs, such as packaging products to make them easier to unload. Or creating solutions to solve the unique and individual challenges of different customers.

By placing our manufacturing facilities close to the markets we serve, we ensure all our customers can be served quickly and at lower costs. This strategy also facilitates the process of obtaining valuable customer feedback so Ricoh can continue innovating and improving its products.

AWARDS

Deming Prize



The late Dr. W. Edwards Deming, one of the foremost quality control experts in the United States, was invited to

We won it twice! Japan by the Union of Japanese Scientists and Engineers (JUSE) in July 1950. Dr. Deming held a series of lectures and seminars during which he taught the basic principles of statistical quality control to executives, managers and engineers of Japanese industries. His teachings made a deep impression on the participants' minds and provided great impetus in implementing quality control in Japan.

In appreciation, JUSE created a prize to commemorate Dr. Deming's contribution and friendship and to promote the continued development of quality control in Japan. The prize was established in 1950 and annual awards are still given each year.

Ricoh is the first office automation company to win the highly-coveted Deming Prize for excellence in quality control. In fact, we've done it twice: first in 1975 then again in 1979.

Quality management is an important key to Ricoh's success because quality is the one element that links all Ricoh's products, from copiers and thermal paper to custom-configured products. On the production lines, for example, every person checks the quality of the work performed at the preceding station. In this way, quality is ensured throughout the entire process, not simply checked at the end. You'll find this same exhaustive level of quality control in our printed circuit board and toner production facilities. Product testing and evaluation is constant, and exacting specifications are met throughout the production process. Our commitment to quality is more than a slogan, it is our way of doing business.

Environmental Awards

Our commitment to the environment has garnered various awards including:



World Environment Center Gold Medal for International Achievement in Sustainable Development for demonstrating preeminent leadership and contributing to worldwide environmental quality.

U.S. Environmental Protection Agency National Environmental Performance Track for voluntary commitment to sound environmental management and continuous environmental improvement.





2002 Citation Award for Excellence in Corporate Community Service presented by the National Points of Light Foundation in recognition of projects coordinated by the H.O.P.E. Team and the company's overall commitment to volunteerism.

2002 Certificate of Special Congressional Recognition for waste reduction activities.

Congresswoman Loretta Sanchez (D-CA) delivered a speech on the floor of the House of Representatives on October 1, 2002, commending Ricoh Electronics, Inc. for exceptional environmental practices.

State of California in recognition of ongoing leadership in energy conservation and efficiency in meeting California's energy challenge in 2001.



Waste Reduction Awards Program (WRAP) for protecting the environment by

using innovative, cost-effective and creative methods of reducing waste.

Georgia Business of the Year presented by Gwinnett Clean and Beautiful in recognition of zero waste to landfill activities.

Regional Environmental Business Research Assistance Center (REBRAC) in appreciation for presenting a seminar for Los Angeles and Orange County small business owners and city officials about environmental conservation and waste reduction.

Centennial Heritage Museum Environmental Award in recognition of achieving zero waste to landfill.

Orange County CoastKeeper for zero waste to landfill activities.

Ricoh Company, Ltd. Harvest Award 2001 presented to the Reprographic Supply Group/ Thermal Media Group in recognition of using zero waste to landfill to increase business efficiency and "harvest greater prosperity."

CALIFORNIA

**One Ricoh Square
1100 Valencia Ave.
Tustin, CA 92780-6428
(714) 566-2500**

GEORGIA

**1125 Hurricane Shoals Road
Lawrenceville, GA 30043-4827
(770) 338-7200**

MEXICO

**Santiago Graff No. 103
Parque Industrial Exportec I
Toluca, C.P. 50200 Mexico
52 (722) 273-0199**

www.rei.ricoh.com