



Ricoh Sign & Graphic Professional Services

Media and Applications

Training overview

This course will educate customers on technical specifications, terminology, and resources that are available, to help evaluate and select substrates for the increasingly custom applications demanded by your clients. Media and Applications is customized for your business and will help you to build a portfolio of products, sample books and optimized inventory.

This hands-on course will help your business to build a media inventory that is optimized for the products you want to produce. Indoor or out, short-term or long, economical or luxurious, we help match the right raw materials for the application.

Take a **look** at Ricoh Production.

RICOH
imagine. change.

This course is designed for customers who are new to sign and graphics. It is an introduction to the media and applications that are common in the industry. Our consultants work on-site to help your staff understand sign and graphics applications and the optimal media for each.

Training topics include:

- New Product Offerings
- Unique Individualized Design
- Technical Reference Materials and Resources
- Competitive Advantages
- Opportunities in New Markets

Day 1: Roll Materials

- Adhesive-backed vinyl, cast vs. calendered, clear and translucent vinyl, reflective vinyl, specialty vinyl, banners, displays & events, floors & sidewalks, labels & decals, wall graphics, windows & glass, textiles

Day 2: Rigid Substrates

- Plastic sheets, clear plastics, metals, wood, foam boards, environmentally-friendly boards
- Textile measurement terminology
- Material finishes and finishing tools
- Print material definitions
- Seven classifications of plastics
- Inventory building and swatchbooks

We understand that no two work environments are exactly alike.



Program Benefits:



Product knowledge

Learn and understand the requirements of each application and how to match them with the correct raw materials.

Reduce waste

The correct media will save time and money, help win and retain clients, reduce waste, and make installations simpler and more efficient.

Avoid pitfalls

Print media must be matched to printing equipment. The wrong choice can lead to failed ink adhesion, poor quality, reprints, waste, and more importantly, customer dissatisfaction.

Optimize inventory

Select versatile media which will allow you to produce the maximum number of applications with a minimal number of stock.