



Ricoh Sign & Graphic Professional Services

# Décor Services

## Training overview

A Ricoh consultant will work on-site in your facility and deploy instruction, reference materials, resources, and exercises that will forge an expertise into this growing industry. The program is designed around the specific knowledge and training needs of your operators, designers, and sales personnel, and will consist as much as possible of producing live, revenue generating jobs.

In addition to helping your operators and designers produce these new products, we will inform your sales personnel about the décor market and how, specifically, these new offerings apply to your customers needs.

Take a **look** at Ricoh Production.

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imagine. change.

Décor Services is designed to introduce and achieve an understanding of the décor market through hands-on training for your designers and operators. Learn how to both develop and sell new décor applications for new sources of revenue.

### Training topics include:

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

### Day 1

- Learn the décor market and your potential in this industry segment
- Sales staff will understand how to bridge the gap to marketing and design/production to deliver new products
- Achieve a way to sell in order to promote your entry into this unique environment, and how this capability differentiates your business
- Designers will learn how to design and create custom work for the new media types you are sure to utilize for this new product segment

### Day 2

- Work with sales staff to provide target market information
- Designers marry a creative vision of what a finished textile will look like with a deep understanding of the technical aspects of production and the properties of fibers, yarns, and dyes
- Equipment operators will learn the importance of vertical and horizontal repeats and how to use the RIP software for these purposes while maintaining a manageable file size



## Program Benefits:



### Increased productivity

There are many methods to get a pattern onto a piece of fabric, wood, leather, etc. We understand these technologies and can provide insight as to what is needed to achieve your goals.

### Maximize uptime

Once you print it, you have to finish it. While the options are numerous, the equipment to perform these tasks is also formidable. Fabric steamers, heat presses, calendars, industrial-strength sewing machines, sergers, welders and seamers all contribute to the successful finishing of soft signage and textiles.

### Higher profits

Printing onto both fabric and rigid materials is now possible thanks to wide-format printers which enable the cost-effective customization of everything from large banners to ceramic tiles.