



RICOH PARTNERS WITH INDUSTRY FOR BUSINESS SUCCESS

For immediate release

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Ricoh and the Print & Visual Communication Association of Australia (PVCA) have today announced a Commercial Supply Partnership to support projects to assist print business and industry success.

The expanded partnership between the two organisations will help drive support for the P.o.P Business Success seminars and the establishment of Annual Industry Metrics collation and reporting for the print industry and related services.

“We have many valued supply members, however Ricoh wanted to be part of something that was more than a logo placement. They wanted to invest in something that built solutions and support for print businesses. This approach was valued and one that we have worked through over the recent months to reach a series of projects and ideas we can bring to the industry for our members to benefit from. I thank Ricoh for their approach, their leadership and their investment in the ‘future-proof’ plan we have for printers across all sectors across Australia,” commented Kellie Northwood, Chief Executive Officer, PVCA.

The Power of Print webinar series, now P.o.P, was developed in 2020 as the *‘Rebuild Together’* series to assist print businesses through COVID. It achieved high industry participation with over 29,000 engagement points recorded. In 2021, a similar series *‘Power of Print’*, was launched by TRMC and ran across ten weeks achieving over 64,000 engagement points. TRMC invested considerable resources to maintain the program for print businesses to enhance their skills and business tools across operations, sales and future success strategies. Ricoh recognised the importance of having a business tools folio for the industry to address skills and training commitments.

“Ricoh has a firm commitment to ensuring our customers and the Australian industry is a strong one. We see our role to work with the industry association to build programs the industry can benefit from. We didn’t want to build a pure ‘sponsorship’ arrangement, we wanted a partnership arrangement to deliver powerful programs that will assist all of industry and provide a lasting benefit,” commented Tina Economou, General Manager (Sales and Marketing), Ricoh Australia.

Another key initiative is Ricoh’s support for the Annual Industry Metrics Report. During the past ten years, the paper, print and related services industry has been unable to access industry wide research and, as a result, industry leaders, business owners and larger organisations have been relying on a collation of datasets that are not industry specific.

The Annual Industry Metrics Report will now provide industry and regional specific data to assist businesses assess market-share trends, sector growths, seasonal forecasting and investment



decisions. It will also enable the industry association to provide accurate data to government on industry issues, including apprenticeships, industry employment, skills and training.

“I welcome this approach from Ricoh. The initiative shown from a supply member to want to stand with the industry as a partner is valued and cognisant of the important fact that our industry is facing challenges and working together as one is the best way to achieve a strong future for all. I look forward to working with the Ricoh team and encourage our supply members to also look to opportunities on how we can better work together,” commented Matt Aitken, President, PVCA.

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About Print & Visual Communication Association of Australia

The Print and Visual Communication Association of Australia (PVCA) is the peak industry body for all businesses across the print, packaging, graphic design, and media technology industry in Australia. PVCA work to support and promote an evolving industry, helping members become more profitable and sustainable.

The print industry employs 258,000 employees across metropolitan and regional locations, with skilled and unskilled labour workforce. The industry is over \$18BN, contributing to the Australian economy across a diverse landscape.

For further information contact: info@pvca.org.au

About Ricoh

Ricoh is [empowering digital workplaces](#) using innovative technologies and services that enable individuals to work smarter from anywhere.

With cultivated knowledge and organizational capabilities nurtured over its 85-year history, Ricoh is a leading provider of digital services, information management, and print and imaging solutions designed to support digital transformation and optimize business performance.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2022, Ricoh Group had worldwide sales of 1,758 billion yen (approx. 14.5 billion USD).

For further information, please visit www.ricoh.com
