

Ricoh Aficio MP C4502 Series

Outstanding Achievement in Energy Efficiency



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The Ricoh Aficio MP C4502 Series has been recognized with BLI's "Outstanding Achievement" award for energy efficiency in the 41- to 50-ppm A3 color MFP category, with energy consumption that's the lowest in its group (50% lower than average).

"All models in this series have a wealth of environmentally friendly features," commented David Sweetnam, head of research and lab services for BLI's European Lab. "These include faster than average recovery times from daytime and overnight sleep, automatic duplexing, plus job review, proof copy and N-up modes to help reduce paper usage. They also have some of the highest toner yields in their class and suffer little or no slowdown when duplexing."

"An innovation in Ricoh's new generation MFPs is an 'Eco-friendly Counter' in the system settings," added UK Lab Manager Ian Latham. "It enables administrators to track simplex/duplex and consumable usage by individuals or groups, and to set quotas for them if desired. In addition, administrators can send messages to encourage energy saving and environmental best practices."

"We are honoured to be recognised for three of our energy-saving A3 colour & monochrome MFPs," said Tony Muroiwa, Ricoh Asia Pacific Pte Ltd's general manager of product and solution marketing. "It's always one of Ricoh's top priorities to help businesses to be more aware of the environmental impacts of printing, by keeping track of the print behaviour of individuals to encourage more responsible ways of printing without compromising on the output quality. This recognition further validates our pledge to incessantly develop advanced technologies that do not only adhere to the strictest standards, but also help our clients identify ways to be more environmentally responsible in their document management."

BLI's environmental testing measures the energy consumed by document imaging products in all operating modes, as well as in energy-save, idle and sleep modes as configured for real-world office use. In addition to reporting on a range of environment-related features, such as runnability with various grades of recycled paper and toner yield, the reports include projected annual energy consumption and cost based on real-world usage scenarios for each product category.

About **BLI Pick Awards**

Twice a year with its "Pick" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests. Its "Outstanding Achievement" awards acknowledge products or capabilities that stand out for attributes such as innovation, usefulness, energy efficiency or value.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, BLI "Pick" awards are hard-earned awards that buyers and IT directors can trust to better guide them in their acquisition decisions.

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