

## Ricoh Aficio MP C5502 Series

Outstanding 51- to 60-ppm  
A3 Colour MFP



Ricoh Company, Ltd.  
Ricoh Building, 8-13-1 Ginza,  
Chuo-ku,  
Tokyo 104-8222  
Japan

The Ricoh Aficio MP C5502 Series has set itself apart from the competition with its outstanding reliability, class-leading print productivity, and innovative feature set, thereby earning a Summer 2012 "Pick" award for "Outstanding 51- to 60-ppm A3 Colour MFP." "BLI has a high regard for the MP C5501 predecessor model, and thought it would be a tough act to follow," said David Sweetnam, head of Research and Lab Services for BLI's UK laboratory, "but BLI technicians have been very impressed with Ricoh's new generation of models." The MP C5502 Series offers significant improvements over the predecessor models, including a larger hard drive capacity, a new standard GW-NX controller that's said to be up to five times faster than its predecessor, and a tiltable control panel whose home screen can be customized for individual users. An already strong security feature set has been further enhanced with standard Unauthorised Copy Control in both drivers and a standard Data Overwrite Security and Encryption Kit supporting the latest encryption algorithms.

In addition to the strengths it shares with its sister models, BLI technicians were impressed by the MP C5502's outstanding productivity in both print and copy modes, and with both the PCL 6 and PostScript drivers. First-copy times and colour scan speeds set a new benchmark for devices in this speed range. The MP C5502 Series produced job stream test results that were among the best of the competitive group when using the PCL driver. "This means that the device will be highly productive in real-world office environments in which multiple jobs are sent to the device at once during busy times of the day," noted BLI European Lab Manager Ian Latham.

Also contributing to this model earning a place in the winner's circle is its near flawless reliability. The MP C5502 Series is based on an engine that completed BLI's demanding 200,000-impression durability test without a single misfeed and no service required. "In addition to receiving high marks for all aspects of connectivity, including excellent feedback to workstations, the device provides bidirectional feedback from the drivers regarding errors such as misfeeds, which means that it's as easy to manage as it is to use," said Latham.

A key feature shared with its new generation sister models is an Eco-Friendly Counter that helps administrators minimize costs by providing paper usage histories for specific users or workgroups, and information on output type such as simplex or duplex. The device also earned high marks from BLI technicians for print quality.

“Ricoh’s new tiltable control panel is so much more than a cosmetic improvement,” said Sweetnam. Up to 72 shortcuts for common job types can be added via programmable keys on up to six screens. In addition to Ricoh’s Embedded Software Architecture (ESA) open platform technology, the MP C5502 Series enables users to access cloud-based solutions, while a Web browser option offers URL storage of up to 50 favourites, including integrated cloud environments (ICE) and HotSpot printing.

“At every point in our MFP product lines, value for the customer is our main focus. Today’s requirements for secure, reliable and energy-efficient devices has been perfectly met by the MP C5502 and its sister models,” said Suzanne Racz, senior product manager at Ricoh Europe. “Over the past years, our MFPs have been recognized by BLI as top-level colour and black-and-white devices. Our new platform enhances business performance, featuring a wide range of new capabilities designed to help companies to improve their workflow, cost of ownership, sustainability, security, compliance and accessibility. It illustrates that Ricoh consistently provides exceptional performance and quality throughout and across its MFP product range. We are proud that our machines performed faultlessly during the extensive BLI testing; it’s a fantastic endorsement for this device.”

## 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.

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, a BLI “Pick” is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

### **BUYERS LABORATORY**      North America • Europe • Asia

Michael Danziger  
CEO

John Donnelly  
Managing Director—International

Buyers Laboratory LLC  
info@buyerslab.com

Mark Lerch  
COO

Pete Emory  
Manager of Laboratory Testing

BLI International (UK) Ltd.  
bliEurope@buyerslab.com

Anthony F. Polifrone  
Managing Director

David Sweetnam  
Head of Research and Lab Services,  
BLI’s UK Lab

BLI International Ltd.  
bliAsia@buyerslab.com

Daria M. Hoffman  
Managing Editor