

Ricoh SP C252DN

Outstanding A4 Color Printer
for Small Workgroups



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The Ricoh SP C252DN has claimed the BLI Winter 2015 Pick for Outstanding A4 Color Printer for Small Workgroups.

Much like its MFP sibling and fellow Pick winner, the Ricoh SP C252SF, the unit offers a cost of ownership that's roughly 34 percent lower than the average of tested devices in this class.

But that's not the end of that discussion. Standard 1:2 automatic duplexing and toner-save mode can contribute to an even lower cost of ownership and, of course, speak to the eco friendliness of the 21-ppm color laser printer. And via Ricoh Web Image Monitor, the embedded web server, administrators have the power to restrict access to color usage in an effort to further conserve resources and save money. "The bottom line is that high-volume users can save approximately \$4,700 versus the competition, over 36 months," Schell said.

A standard wireless connection, combined with the Ricoh Smart Device Print&Scan app (available for iOS and Android), means users can quickly and easily print multiple types of documents from mobile devices, including those stored in the cloud, using sites such as Dropbox and Google Drive. For modern businesses that have adopted a BYOD policy, the flexibility afforded by mobile print support can help boost productivity.

Productivity is buoyed by the unit's strong ease of use, too. At the desktop, users can save settings for frequently used jobs in the PCL driver, thus allowing for one-click programming, while navigating the menu system on the LCD is straightforward. Flawless durability and simple routine maintenance procedures will keep downtime to a minimum.

“At the end of the day, the savings the SP C252DN can help small workgroups realize is, in a word, amazing,” Schell said. “Its value proposition is nothing short of excellent.”

“With wireless and mobile capabilities, the Ricoh SP C252DN offers the freedom and versatility small workgroups are looking for to achieve information mobility,” said Matt Sakauchi, vice president of product marketing for Ricoh Americas Corporation. “We are humbled by and proud of BLI’s recognition and praise of this product.”

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 the best performers qualify as Pick contenders. Consequently, a BLI Pick is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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