

June 4, 2007

Internal Notification For The Launch Of The Ricoh FAX3320L, FAX4430L, & FAX4430NF



FAX4430L



FAX3320L



FAX4430NF

To: Ricoh Internal Launch Distribution

Around the middle of June 2007, we will be launching three new models, the FAX3320L, FAX4430L, and the FAX4430NF. They replace the current FAX3310Le, FAX4420L, and FAX4420NF respectively.

The new models are the same engine as their predecessors. The only changes between the current models and the new is that the standard memory capacity has been expanded and minor case work design to the front has been made as well as a small color change to the op panel. Because the features of the new models are the same they will not be covered here. Specific differences between old and new models are as follows:

Current Model: FAX3310Le

SRP: \$1,495
Memory: 6 MB

New Model: FAX3320L

\$1,495
8 MB

Current Model: FAX4420L

SRP: \$2,245
Memory: 7 MB
Paper Trays: 2

New Model: FAX4430L

\$1,905
16 MB
1

Current Model: FAX4420NF

SRP: \$2,290
Memory: 7 MB

New Model: FAX4430NF

\$2,199
16 MB



Accessories / Supplies: (Important Note)

All of the accessories / supplies used on the current FAX3310Le, FAX4420L, and FAX4420NF are the same and are available for the new models. **However there is one very important note**, and this applies to current product as well as the new models.

We are almost out of the Network Interface Board Type 1018, order number 410778, and due to a manufacturing issue we will not be able to receive any additional pieces of this option. This issue is being studied to find an alternative solution, however, until such time that a replacement is found **DO NOT SELL OR PROMOTE NETWORK PRINTING ON ANY OF THE CURRENT (FAX3310Le, FAX4420L, FAX4420NF) OR NEW MODELS (FAX3320L, FAX4430L, FAX4430NF).**

Network Interface Board Type 1018 (410778) is only used with the optional Printer Controller (430424) to provide network printing. **It has nothing to do with the Network Fax capabilities** for NF versions or the Network Fax Options for the “L” versions. Therefore the FAX4420NF can be sold without any reservations.

PLEASE NOTE:

As mentioned, targeted release is Mid June, however a new model will not be released until all current inventory of its predecessor has been exhausted. For example, the FAX3320L will not be released until all FAX3310Le units are out of inventory.

Schedule

- Dealer Announcement Letter: Week of June 11, 2007
- Order Taking: Week of June 11, 2007, if inventory of the existing model is exhausted
- Product Shipment: Week of June 11, 2007, if inventory of the existing model is exhausted
- Brochures: Available at Ricoh Fulfillment Center week of June 11, 2007
- Product Information Kits: To begin shipping week of June 11, 2007

The Product Information Kit will provide new sales reps with all of the information required to successfully prospect and sell the Ricoh FAX3320L, FAX4430L, and FAX4430NF. The kit contains brochures and the following documents on CD:

Brochures	Product Information Guide	Manuals
Quick Reference Guide	Product Images	Product Overview Presentation
Feature/ Function/Benefit Sheet	Product Knowledge Review Quiz	Product Knowledge Review Quiz



Additional copies of the Product Information Kit are available through the Ricoh Fulfillment Center at a nominal charge. You can access the Fulfillment Center at www.ricoh-usa.com/literature.

Item	Packaging	Part Number	Price
Ricoh FAX3320L/FAX4430L/ FAX4430NF Product Information Kit	1	R2467	\$5.00
Ricoh FAX3320L 4 page brochure	25	R2464	\$8.50
Ricoh FAX4430L /FAX4430NF 6 page brochure	25	R2464	\$10.50

Service:

Since the new models are built on the same engine as the current models, technicians that have already been trained on the current product are automatically certified on these three new models. Service will provide updates to the parts catalog covering any new parts.

Good Selling!

A handwritten signature in black ink, reading "Garry S. Waddell".

Garry S. Waddell
Product Manager, Facsimile & Low-end Segment 1 MFP