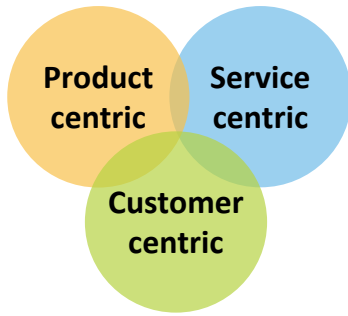


# RICOH

imagine. change.

*Ensuring your thermal image solutions are reliably sharp!*



## Industry: Industrial Warehouse

- Asset Tracking
- Inventory Control
- Distribution Center Automation



## Customer Benefits:

- High performance for both converters and end-users.
- Choice of top-coated high-quality direct thermal film or top-coated direct thermal paper. All with key features that result in a sharp image resolution; outstanding scannability.
- Product mix for a variety of industrial warehouse applications ensuring our customers buy the best product for their unique requirements.

## About: Industrial Warehouse Applications

Ricoh's thermal media products are specifically designed to outperform in the Industrial Warehouse application. Unique environmental conditions require that the label maintains high scannability, reliable adhesion to ensure

accurate data tracking for asset and inventory control as well as today's highly technical distribution center automation. Ricoh's diverse product line provides a variety of labeling options that will meet or exceed our customer's expectations.

# Product Highlights: Industrial Warehouse

Product	Performance Characteristics	Features
<b>N140LA</b>	Ricoh's N140LA direct thermal top-coated label stock is <b>durable</b> , has <b>high sensitivity</b> , strong <b>resistance to plasticizers</b> , and prints at <b>high speeds</b> .	<ul style="list-style-type: none"><li>• Standard top-coated thermal paper</li><li>• Medium-high image resolution</li><li>• High sensitivity</li><li>• Strong image preservation</li></ul>
<b>N150LA-2</b>	Ricoh's N150LA-2 is ideal for <b>high speed</b> printing with <b>superior bar-code reliability</b> . It has <b>excellent image resolution</b> and <b>superb head-matching performance</b> .	<ul style="list-style-type: none"><li>• Premium top-coated thermal paper</li><li>• High image resolution and barcode reliability</li><li>• High sensitivity</li><li>• Highest heat resistance</li></ul>



## Ricoh Thermal Media R Solutions

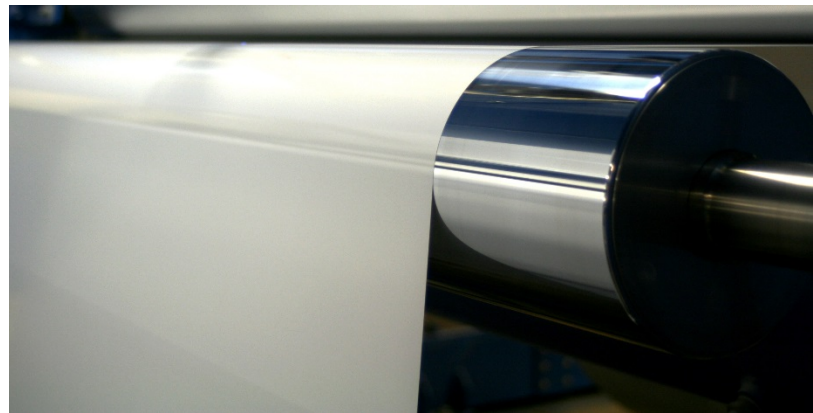
Ricoh's commitment to outstanding service is

unparallel in the thermal media solutions business. Utilizing strong R&D resources coupled with our excellence in manufacturing, we've been able to create solutions that are unique to our customer's requirements by solving challenges that they face.

### Direct Thermal:

### How It Prints

The image is produced by selectively heating the thermal paper as it passes over the thermal print head. The specialized coating on the paper will turn dark where heat has been applied, thus producing an image.



**RICOH**  
imagine. change.

Ricoh's Industrial Warehouse Labeling solutions are well-proven in the field and are highly desired by our customers. Contact your Ricoh sales representative for more information or visit us online at [www.RicohThermalProducts.com](http://www.RicohThermalProducts.com).