

Product  
centric

Service  
centric

Customer  
centric

- Prescription Vial Labeling
- Pharmacy Warning Labels
- Prescription Dispensing Systems



## Customer Benefits:

- High performance thermal media label product resulting in out-standing convertibility and superior performance in the marketplace.
- Superior top-coated thermal paper that is resistant to hand soaps, sanitizers, and other common products as well as heat, moisture, sunlight. This high resistance ensures image preservation long after the customer has taken the product from the pharmacy.
- Adheres well to a variety of surfaces even curved or irregular surfaces ensuring the label stays where it should.



## About: Pharmacy

Patient safety is critical in all aspects of medical care, particularly in the pharmacy. Making sure that patients have readable directions and dosing instructions is improved when the direct thermal label stock used consistently performs. This performance includes sharp images and labels that stay on the bottle surface.

Ricoh's direct thermal label stock meets the performance criteria for the pharmacy industry.

# Product Highlights: Pharmacy

Product	Performance Characteristics	Features
150PRx	150-PRx is a high sensitivity direct thermal stock with image durability that resists medical solutions.	<ul style="list-style-type: none"><li>• High sensitivity</li><li>• Strong resistant to medical solutions</li></ul>



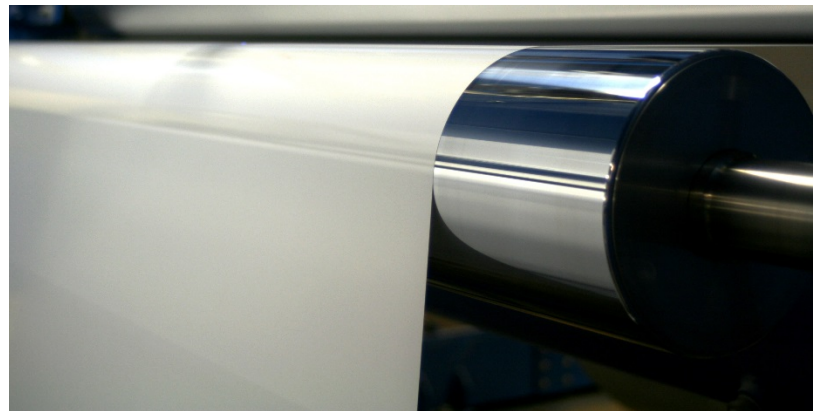
## Ricoh Thermal Media RSolutions

Ricoh's commitment to outstanding service is unparalleled 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.

Understanding what our customers desire in a direct thermal product and ensuring the highest performance in the field keeps our customers coming back to us time and time again. We help identify RSolutions for our customers in today's challenging and ever-changing direct thermal market.

## 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 Pharmacy 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).