

Sign Today, an international show for indoor & outdoor advertising, was recently held from April 22-24, 2016 at Chennai Trade Centre, Chennai. Ricoh India displayed its wide-format capabilities at the show. The machines on display included Ricoh Pro L4160 and L4130, which garnered huge interest from the visitors.

RICOH Pro L4130/L4160 wide-format colour printer is designed to produce brilliant signs, banners, wraps, POS displays and more with real-life reproduction quality across today's most innovative substrates. From outdoor and indoor signage, retail POS and POP, exhibition and event graphics and vehicle wraps and wall coverings, the machine can handle all. They offer superior-quality printing and colour matching across a wide variety of media.

Ricoh goes beyond basic with up to six-colour process printing, adding orange and green to the standard CMYK setup, so one can have more colour options and increased color gamut for exceptional results that pop on any surface. One can even print with white ink – think printing on clear substrates – and use it as a base colour for the best image quality on both sides.

The printers use aqueous latex inks that print on a wide range of media. These highly durable inks can weather any storm – literally – on almost any substrate, including plastic, vinyl, textile, clear film, backlit materials and more. A water-based ink containing resin, latex generates little VOC making special ventilation equipment unnecessary.