

IKON Office Solutions, Inc. (www.ikon.com), a Ricoh company, is a leading provider of innovative document management systems and services, enabling customers to improve document workflow and increase efficiency. IKON integrates copiers, printers and MFP technologies, and document management software and systems, to deliver tailored, high-value solutions, implemented and supported by its team of services professionals. IKON leverages the manufacturing and engineering expertise of Ricoh, a \$22 billion global technology innovator, with the experience and reach of its locally based sales and services teams, to provide end-to-end solutions and one of the industry's broadest portfolios of document management services, including on-site and off-site managed services, technical service and support, and customized workflow design and implementation.

Call an **IKON Account Team professional at 1-888-ASK-IKON** for more information on our complete offering of color digital printers and software solutions for transpromotional marketing. Or visit us online at www.ikon.com

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Achievable Results
Complete Products & Services
Targeted Marketing Programs
Individual Attention
Ongoing Support
New Digital Opportunities

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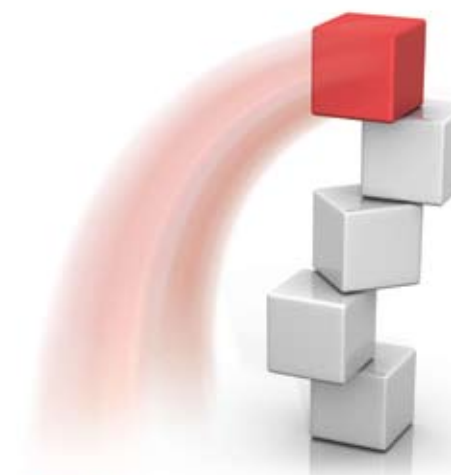


A RICOH COMPANY

IKON TransPromo Print Solutions & Opportunities



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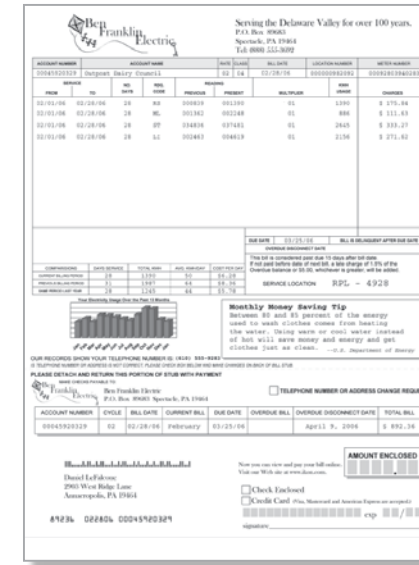
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IKON TransPromo Print Solutions & Opportunities



The 4 Key Drivers of TransPromo Marketing*

- The need for better ways to reach customers
- Advances in data management and digital print technologies
- Changing postal regulations
- Market conditions that are transforming transactional documents into marketing vehicles



BEFORE



AFTER

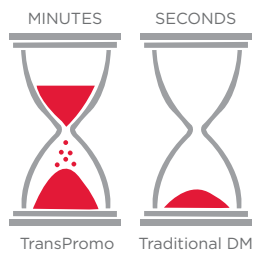
Make a More Powerful Statement with IKON

Transpromotional, or "TransPromo," marketing uses the space on transactional documents such as bank statements, business invoices, and notifications as a marketing platform for keenly relevant and personalized promotional messaging. It is intended to cut through the constant barrage of unwanted marketing materials clogging mailboxes worldwide. A driving force in growing the TransPromo market has been the emergence of advanced digital print technology. IKON has the digital print expertise and solutions to help you take advantage of the TransPromo "revolution" right now.

Turning Informational Documents into Promotional Opportunities

The beauty of using transactional documents as marketing vehicles is that 95% of them are actually opened and read*. That's because transactional documents reflect an established relationship where the recipient has "opted-in" based on doing business with a particular company. Studies show that a consumer will spend one to three minutes reviewing a bill - an eon in marketing terms. In addition, TransPromo is typically read more than once: when it arrives and when a required action is performed. This is an opportunity for companies to create and sustain recurring dialogues that promote products and services in a way that is relevant, attractive and easy to understand. This is especially the case if color imaging is applied to the promotional messaging, if not the entire document. In addition, research has repeatedly shown that information printed in color is far more likely to be viewed and retained than information printed in halftones or black & white.

* InfoTrends, Inc., The TransPromo Revolution: The Time is Now! August 2007



Recipients will spend minutes viewing TransPromo documents compared to seconds with traditional direct mail.

IKON Digital Print Solutions - Making TransPromo Marketing Effective

In 2006, digital color output for transpromotional marketing exceeded 1.5 billion images, a total that is expected to jump to nearly 22 billion images by 2010.* Driving this growth are advancements in the speed, cost and quality of digital color print equipment and integrated print management software. IKON is leading the way with a proven suite of modular print management software solutions that make it easy to migrate to transactional and variable printing using IKON's high-quality printers. These include powerful digital color presses engineered for ultra-high-quality, on-demand production and variable data printing.

The "TransPromo Revolution": Everybody Wins

The bottom line is that everybody benefits with transpromotional marketing. Recipients of transactional documents containing promotional messaging get more relevant, personalized and usable information. Companies can turn what is traditionally an inherent operational cost into a profit center by essentially creating advertising space on their clients' statements. And marketers can target their messaging for maximum response and ROI (overhead with small incremental costs compared to other promotion channels).

Let IKON help you take advantage of the "TransPromo Revolution."

Transpromotional images provided by Objectif Lune.



IKON's suite of integrated print management software allows dynamic, variable content printing for transactional documents.