

## Ricoh MP 2501SP

Outstanding Entry-Level  
A3 Monochrome MFP



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The Ricoh MP 2501SP has earned BLI's Winter 2014 "Pick" award for "Outstanding Entry-level A3 Monochrome MFP."

"The MP 2501SP's impeccable reliability, impressive scan speeds and strong security feature set make it an excellent choice for environments in need of a full-featured device without all the frills associated with higher-priced brethren," said David Sweetnam, head of Research and Lab Services for BLI's UK laboratory.

In addition to its perfect reliability performance over 30,000 impressions, BLI technicians were impressed with the MP 2501SP's fast first-copy times, which set new benchmarks for devices tested in this speed range, as well as above average color and monochrome scan speeds. The device was also highly efficient when printing and copying sets. The MP 2501SP (base MSRP, \$5,000) earned further high praise from BLI analysts for print and copy quality, with crisp text, excellent halftone range and highly distinct fine lines.

The device features a tiltable control panel and a home screen that can be customized for individual users, and Ricoh's Device Manager NX Lite offers a high level of functionality for fleet managers to monitor both Ricoh and non-Ricoh models. The security feature set includes standard Unauthorized Copy Control in both drivers and a standard Data Overwrite Security and Encryption Kit with support for the latest encryption algorithms. In addition to Ricoh's Embedded Software Architecture (ESA) open platform, an optional web browser can connect to Ricoh's Integrated Cloud Environment (ICE) website so that users can scan documents, share files and print on the go without having to add expensive software solutions. The web browser unit offers URL storage of up to 50 favorites. An Eco-Friendly Counter helps administrators minimize costs by monitoring paper usage histories for specific users or workgroups, and gathering information on the number of simplex versus duplex pages.

According to Jason Dizzine, vice president of technology marketing for Ricoh Americas, user requirements for MFP flexibility and functionality continue to expand. "At Ricoh, we see the MFP as an information portal that provides two-way information flow for in-house, remote and mobile workers," Dizzine said. "We call this anytime, anyplace access 'information mobility,' and we're honored to be chosen for BLI's 2014 Winter 'Pick' awards."

BLI highly recommends the Ricoh MP 2501SP for average monthly volumes of up to 7,000 impressions.

## About **BLI Pick Awards**

Twice a year with its "Pick" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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