

**JIVM2020
Webinar**

RICOH
imagine. change.

Business transformation for post covid-19 era in textile industry

Industrial Printing Business Group
Ricoh Company, Ltd.

What's happening in textile industry...



Water pollution



Waste of inventory



Ethical product



Demand of more variety



**New Purchase process :
SNS, influencer, e-commerce**

Dynamics for post covid-19 era



Stay home



On-line shopping



Global supply chain



Domestic purchase



Seasonal merchandizing



Flexible merchandizing

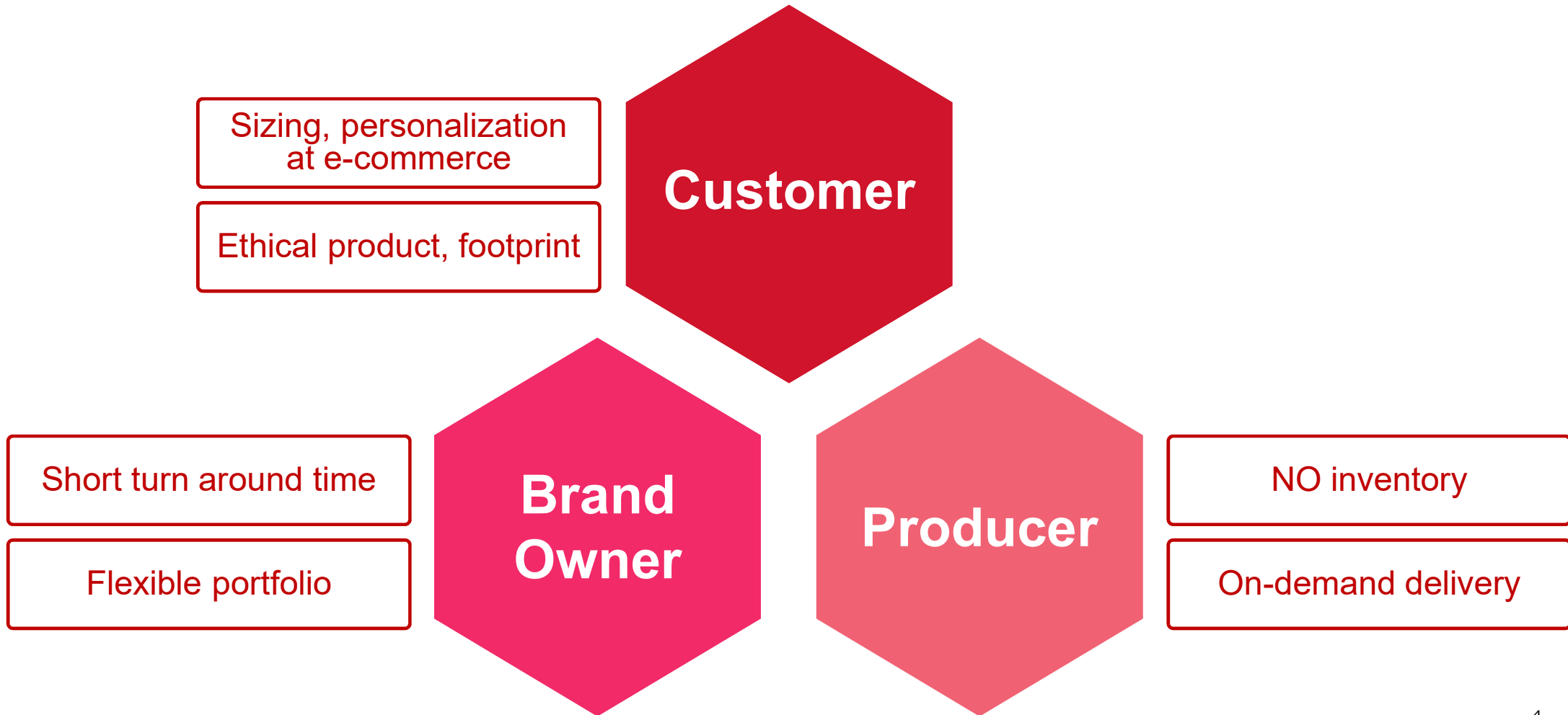


Lower cost

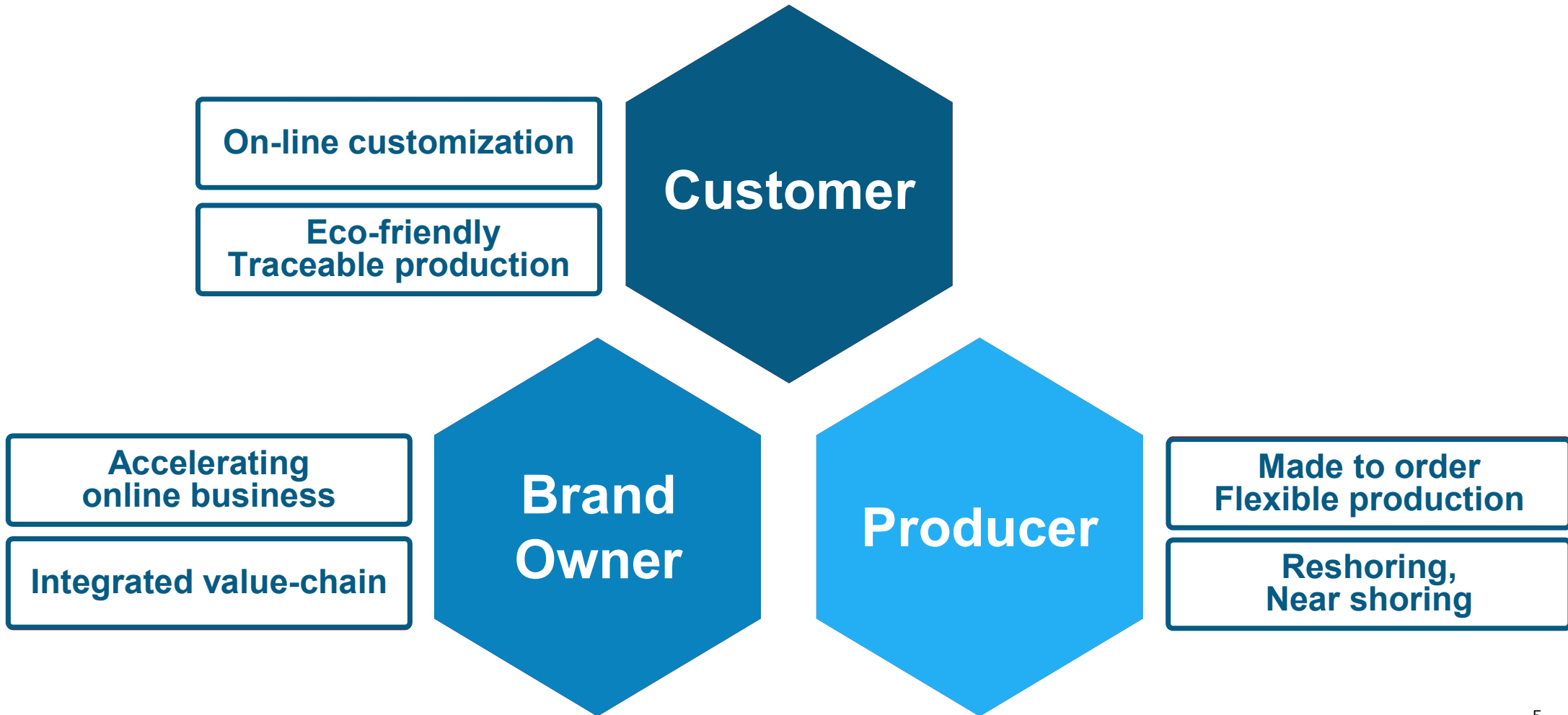


Less inventory

Requirement for mid-term trend



To react to this change



Issue in Producer

How to **differentiate**
from competitor?

Additional value
on **EC shop**?

New product proposal
to brand owner?

DTG producer

End-to-end workflow

Design, nesting, RIP, cutting, collection...

On-line customization

Eco-friendly
Traceable production

Customer
Hardware

Printer, Cutting machine...

Accelerating
online business

Integrated value-chain

Brand
Standard
Owner

Production Guideline, recommended fabric, design template

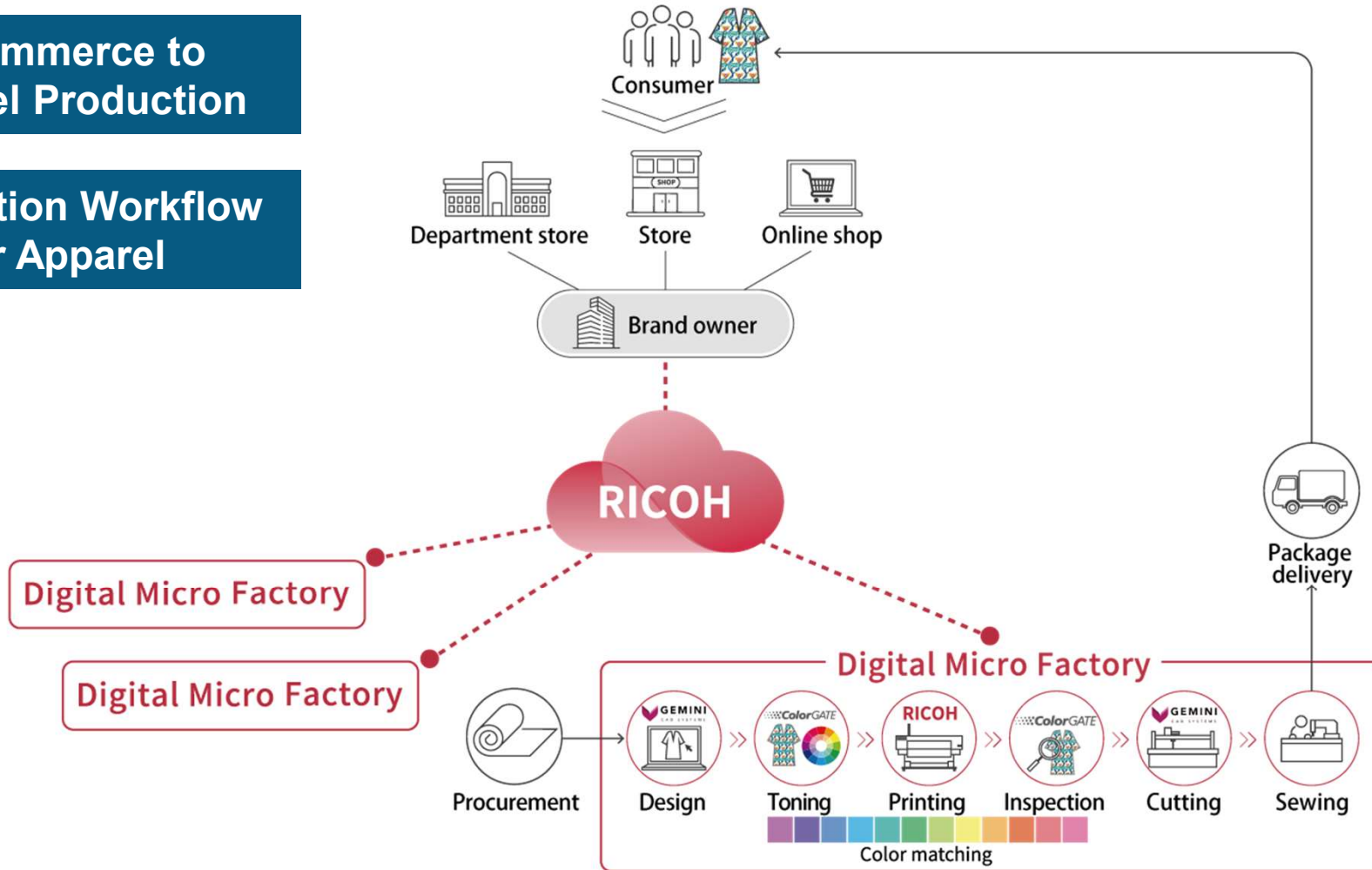
Made to order
Flexible production

Reshoring,
Near shoring

What is Ricoh Digital Micro Factory solution?

E-commerce to
Apparel Production

Production Workflow
for Apparel



5 values of our solution

1

**Additional value
on e-commerce**

✓ **Sizing, Decoration, Styling(change parts) by consumer**

2

Eco-friendly

✓ **Eco-friendly product with our printer and recommended fabric**

3

**Quality
consistency**

✓ **Color consistency with our ColorGATE RIP**

4

**End-to-End
workflow**

✓ **Monitoring design from shipping**

5

**Process
Automation**

✓ **Efficiency of production process**

“Ricoh Digital Micro Factory” New Business model for producer

On-line customization

Eco-friendly
Traceable production

Accelerating
online business

Integrated value-chain

Brand
Owner

Producer

Made to order
Flexible production

Reshoring,
Near shoring

New business model “Digital Micro Factory”

DTG Producer

How to
increase
job?

How to
increase
unit price?



Digital Micro Factory

Proposal to brand owner...

- New product lineup
- Sizing, customization function on e-commerce shop
- Flexible mix-items production

Additionally if you have own brand...

- Expand your own brand with minimum risk





Let's work together to achieve new value chain!

Join our webinar !

24th July. 2020, 17:00-17:45(JST)

Please register from the following link.

https://us02web.zoom.us/webinar/register/WN_2u1T71TDQjyLyujNan4WNw

Any question? Please contact us.

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