

# Ricoh / IBM - InfoPrint Solutions Company Executive Briefing Center

## Objective:

InfoPrint Solutions Company is a leading provider of printing solutions for business customers from small business to large enterprises. The company was formed in June 2007 from IBM's Printing Systems Division as a joint venture between Ricoh and IBM. InfoPrint selected PG Exhibits to design and fabricate major areas within the existing InfoPrint Solutions Company Executive Briefing Center. The main objective of the redesign is to transform the existing space into a state of the art experiential marketing statement. Key goals include a new, modern, sleek design that includes a hint of Japanese style to compliment InfoPrint's future. Other goals include the incorporation of new display technologies, contemporary lighting, a keen focus on modularity, modern design, to highlight employees of InfoPrint, the integration of original artwork and to incorporate green building material wherever possible. The displays should be able to educate and inspire all visitors and attendees. The new space should transcend quality, technology and the future.

## Target Audience:

The target audience for this new briefing center includes current and potential customers as well as the employees of InfoPrint Solutions Company. C-level executives will use the space to demonstrate the solutions and offerings from the InfoPrint portfolio. The space will be used to collaborate, innovate and design solutions for customers and prospects. Additionally, the area will be used for sales, sales training, and education as part of InfoPrint University.

## Strategy:

PG Exhibits utilized our extensive trade show knowledge to bring a fresh new look to the InfoPrint Executive Briefing Center while maintaining modularity and incorporating technology. The core design philosophy we used is simplicity and consistency achieved our goal of a rich Japanese style by using natural cherry veneers and real bamboo. The shapes of the main design elements are gently curved to feel inviting and calm. On the interactive kiosk area, an overhead canopy mimics a Japanese pagoda roof line. LED lighting accentuates the displays in the demonstration room and requires less energy than standard fixtures. The majority of the materials used in the construction of the briefing center are green certified. The veneers, aluminum framing, LED lighting, and acrylic are environmentally friendly. Graphically the strategy was interchangeability - the graphical elements are able to be changed easily for future adaptability.

## Result:

With the opportunity to present a new company, build on the legacy of Ricoh and IBM, and communicate the strength of the strategy and the story of InfoPrint Solutions Company in this new state-of-the-art Executive Briefing Center, InfoPrint anticipates the number of briefings and the ability to sign new customers to grow exponentially. With the help of PG Exhibits, InfoPrint Solutions Company is ready to communicate the new look, feel and message to their customers and prospects. The selection of PG Exhibits to lead the transformation of the InfoPrint Briefing Center redesign was completed after seven months of research, design development, budgetary reviews and meetings. The result was a stunning marketing statement for the Ricoh and IBM joint venture that is InfoPrint Solutions Company. This design enables them to take their new business endeavor to an innovative level of experiential marketing. The client conveyed complete satisfaction that PG Exhibits "really listened" to their needs to deliver what was promised and more.

C a s e S t u d y : R i c o h I B M



