

OBJECTIF LUNE

For Immediate release

Objectif Lune is Ricoh UK's Innovation Partner of the Year

Objectif Lune is honoured with Innovation Partner of the Year at Ricoh's Annual Award Ceremony.

Montreal, May 14, 2015 - Objectif Lune's mission is to free customers from legacy mentality by creating elegant software tools to help organizations communicate more effectively with their customers. The key to this mission is flexibility. Flexibility is not just about adapting but also about not being afraid of trying new ways to tackle challenges. That's what Objectif Lune prides itself on when developing software. It also extends to the way in which services are provided and most importantly, relationship building.

And with Objectif Lune's distribution channel, they care for a lot of different relationship with a lot of different people with various needs. Their goal is always to be open to everyone's necessities to find the best way to work together because they believe that it's not just about business.

This year, Ricoh, one of Objectif Lune's longest standing partners, took special notice. At Ricoh UK's Annual Sales Kick-Off, held on May 1st, 2015, Objectif Lune was awarded Innovation Partner of the Year. This award is based on a partner's degree of innovation in their products, services, and relationships.

With the launch of Objectif Lune's most flexible generation of products, OL Connect, this award proves that creating new ways is the path to follow for innovation.

Matt Irish, General Manager of the UK & Nordics, was the speaker and recipient of the award at the Sales Conference. He says, 'Ricoh has been vital to Objectif Lune's growth and one of our most important partners. I am proud of our long standing relationship with the goal of helping organizations better communicate with their customers.'

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About Objectif Lune

Objectif Lune develops open, flexible and enjoyable software intended to free customers from their inflexible IT infrastructure. We offer solutions for the composition, multi-channel distribution, and management, of any personalised business document or customer communications, independent of hardware compatibility and with full automation capability.

For more information, visit www.objectiflune.com

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About Ricoh UK

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion yen (approx. 18.5 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, imagine. change. Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit www.ricoh.co.uk

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