

Ricoh Way, our corporate philosophy



K. ICHIMURA
founder

Founding Principles

The Spirit of Three Loves

“Love your neighbour”-“Love your country”-“Love your work”

Kiyoshi ICHIMURA formulated the Ricoh Group's Founding Principles in 1946. They inform how we do business, encouraging us to constantly improve and contribute to the wellbeing of all stakeholders, including our families, customers and society at large.

Mission & Vision

At Ricoh, we empower individuals to find **Fulfillment through Work** by understanding and transforming how people work so we can unleash their potential and creativity to realize a sustainable future.

Values



CUSTOMER-CENTRIC
Act from the customer's perspective



PASSION
Approach everything positively and purposefully



GEMBA
Learn and improve from the facts



INNOVATION
Break with the status quo to create value without limits



TEAMWORK
Respect all stakeholders and co-create value



WINNING SPIRIT
Succeed by embracing challenges through courage and agility



ETHICS & INTEGRITY
Act with honesty and accountability