



## **IKON** and Ricoh Merger

IKON and Ricoh would be joining forces to ally a trusted services provider with a technological innovator. With its proven performance as a lead developer of Ricoh's Marketing Communications collateral, Page2 was awarded the responsibility of designing the various components that would form the merger announcement campaign. This effort involved a slight massaging of the existing IKON branding to incorporate an element of Ricoh identity.