

## FOR IMMEDIATE RELEASE

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### **GESTETNER “GETS IT DONE” FOR DEALERS WITH LAUNCH OF NEW INTEGRATED MARKETING CAMPAIGN**

*Customizable TV, Radio, and Print Ads Showcase Brand and Product Like Never Before,  
To Give Dealers Unprecedented Power to “Get It Done” In Their Local Markets*

**West Caldwell, NJ, November 2, 2005** – Gestetner is breaking new ground with its first-ever television commercials and new radio advertising. This advertising was created specifically for local dealers to provide them with a fully integrated marketing campaign. These ads build upon the success of the “Gestetner Gets It Done” national print campaign that was launched in mid-2004 and is continuing.

While focusing on the product as hero, the TV spot also captures the attitude and confidence of the Gestetner brand. The new campaign brings the power of Gestetner systems to life through a fast paced television commercial that is similar to automobile advertising. The new spot is crafted to be customized by local dealers, who tag the spot with their own contact information.

“The powerful ‘Gets It Done’ marketing message communicates the importance of local Gestetner dealers, who literally ‘Get It Done’ for their customers every day,” said Mark Pollack, vice president of product marketing and marketing support. “By giving dealers a comprehensive package of customizable marketing materials, including new TV advertising, we’re providing the tools they need to get it done. Every element of this integrated marketing campaign tells the whole story – Gestetner gets it done.”

The campaign is designed to resonate with audiences in ways that communicate Gestetner’s competitive advantages, from technology and support to experienced and knowledgeable dealers. The integrated campaign goes far beyond TV, radio and print advertising to dealership signage, posters, product literature, sales collateral and more. Gestetner will continue to support its dealers with national print advertising using the “Gestetner Gets It Done” tagline in *Business Week*, *Newsweek*, *Inc.*, *Information Week*, and other publications throughout Fall 2005 and Winter 2006.

Gestetner enlisted the services of director Matt Cantrell, who worked with Apple among other marketers, to film the product from 360° for the television campaign. Overlaid with lively music and a rich voice track, the photography of the Gestetner system “in action” gives viewers a tactile sense of its look, feel, and exceptional capabilities. In

effect, Gestetner is doing what so many companies do not: letting the product speak for itself.

By giving the dealers a voice, Gestetner continues to expand its dealer-friendly philosophy. The dealers can tailor the TV and radio ads to ensure maximum exposure in their local markets. In addition, Gestetner has provided dealers with a powerful 90-second sales video — an expanded version of the energetic 60-second television spot.

The campaign was produced by Altamira Communications, a Westport, CT., based communications consultancy.

### **About Gestetner**

Gestetner's broad line of award winning network-ready digital output systems – including full color and black-and-white digital imaging systems, color and black-and-white network laser printers, and fax machines – delivers document output solutions for businesses of all sizes, at speeds from 10 to 105 ppm. Gestetner document management systems are marketed by a nationwide network of dealers. Gestetner is a brand of West Caldwell, NJ-based Ricoh Corporation. For more information, visit [www.gestetnerusa.com](http://www.gestetnerusa.com).

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### **CREDITS:**

#### **Client: Ricoh Corporation**

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#### **Production Company: Lyon Studio**

Curt Lyon – Executive Producer  
 Bill Wiles – Line Producer

**Matt Cantrell – Director**