

1936 - 1969

1970 - 1984

1985 - 1999

2000 - 2009

2010 - Present

Mar. 1950

Launches the 6x6 format TLR Ricohflex Model III, which spurred the popularization of cameras in Japan

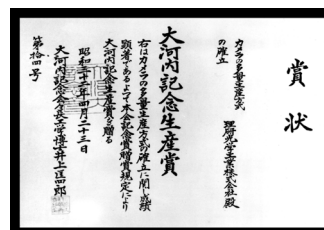
Ricoh was the first company in Japan to introduce a belt-conveyor system for manufacturing cameras, achieving a production capacity of 10,000 units/month — more than ten times the capacity of the then standard level of less than 1,000 units/month from the conventional handicraft industry. Successfully adopting this method of camera mass production, Ricoh offered the Ricohflex Model III at an affordable price, which was remarkably low for an iconic luxury item in those days. This model became highly popular among Japanese consumers, reportedly representing more than 50% of total national camera production during its sales peak.



In 1953, Ricoh became Japan's first manufacturer to introduce a belt-conveyor production system. For its successful establishment of the mass production system, Ricoh was recognized by the Okochi Memorial Foundation with a production award



Ricohflex Model III (1950)



Ricoh was awarded the Okochi Memorial Production Prize for the successful establishment of a mass production system (1957)