Start -> Control Panel -> Devices and Printers -> Add Printer

The printer that I want isn't listed.
Find a printer by other options

- Find a printer in the directory, based on location or feature
- Select a shared printer by name
  - Example: \computernamename\printernamename or http://computernamename/printers/printernamename../printer
- Add a printer using a TCP/IP address or hostname
- Add a Bluetooth, wireless or network discoverable printer
- Add a local printer or network printer with manual settings

Next   Cancel
Pull down the menu and select “RICOH Generic Network Printer” and “Next”
Install the printer driver

Choose your printer from the list. Click Windows Update to see more models.

To install the driver from an installation CD, click Have Disk.

Browse to the extracted folder for the driver you downloaded from the Ricoh site. Should end up with something that looks like this:
You don't want to share your connection to the printer, so just click Next on the Share screen.

Pick a nice name for the printer, Like “ARE RICOH 7502 PCL6 UniversalDriver V4.8” or perhaps “ARE Ricoh” or “ARE 209 printer”. 
A test page will not work. Still need to add your User Code. Go back to the Devices and Printers area in the Control Panel. Right Click your new printer, and choose the “Printer Preferences” option. Go to the Detail Settings Tab:
Add your User Code to the box.

Now you should be good to go.