



## Fashion retailer delivers five-star customer service with streamlined print operations and security and digitalisation investments

### G A R H A M M E R

- Minimises cybersecurity risks
- Consolidates the print fleet
- Enhances the retail experience

---

## COMPANY & CHALLENGE

Modehaus Garhammer GmbH is a leading regional fashion retailer based in Waldkirchen in eastern Bavaria, Germany. Founded in 1896, the company employs 400 people and offers products from more than 400 brands, including established names, emerging talent, and luxury fashion brands at its 9,000 square-metre store. In 2022, Modehaus Garhammer reported annual revenues of EUR 36 million.

A Bavarian institution for well over a century, Modehaus Garhammer attracts customers from across Germany, Austria and Czechia. The company's chic, contemporary retail complex in central Waldkirchen stretches over four floors and offers visitors a premium shopping experience, combined with the option of fine dining at Michelin-starred destination restaurant JOHANNNS.

Alexander Grindinger, Authorised Signatory for Finance and Controlling at Modehaus Garhammer, says: "We pride ourselves on delivering first-class service. It's one of the reasons that our customers are very loyal – they value the fashion advice from our staff and the assortment of brands. One key component of the visitor experience is a seamless checkout, and we certainly don't want to keep them waiting while we print receipts at our 12 point of sale counters."



Across the store, Modehaus Garhammer uses many kinds of merchandising and signage to highlight the latest trends. The company also uses printouts to communicate important information to staff, partners and suppliers. In total, Modehaus Garhammer prints about 130,000 pages of content per year, 9,000 of them in full colour.

"In all retail departments and for many business processes, we depend on fast and reliable printers," confirms Alexander Grindinger. "Previously we used 20 different models from nine manufacturers, which made it very time-consuming to manage the devices and ensure they were all refilled with the right toners and materials."

At the same time, Modehaus Garhammer relies on digital solutions to manage an increasing number of everyday business workflows. For example, point of sale systems are synchronised and managed centrally, while office teams use many productivity and collaboration tools. Inevitably, greater digitalisation heightens the risk of cybersecurity incidents, so the retailer looked to strengthen its defences against ransomware and other threats.

“

We've been working with Ricoh for many years and really value their pragmatic and proactive approach. With our new print fleet and operational processes, our retail and back-office teams can deliver a first-class experience to the many visitors to our store.

ALEXANDER GRINDINGER  
AUTHORISED SIGNATORY FOR FINANCE  
AND CONTROLLING  
MODEHAUS GARHAMMER

”



"Thanks to Streamline NX, we can monitor and manage our printers much more efficiently and save a lot of time. With its Scan & Capture features, the solution accelerates our digital transformation."

ALEXANDER GRINDINGER  
AUTHORISED SIGNATORY FOR FINANCE AND CONTROLLING  
MODEHAUS GARHAMMER



## SOLUTION

### Saving time and boosting efficiency

Modehaus Garhammer decided to simplify its print strategy by adopting a single-vendor model with a centralised print management solution, and turned to Ricoh to make the plan a reality.

"We were aiming to provide streamlined print services for many users, from teams working on point of sale counters to marketing, logistics and even home office workplaces," explains Alexander Grindinger. "Ricoh drafted a detailed proposal, selecting the most suitable multifunction printers for all locations and tasks," he adds.

Together, Modehaus Garhammer and Ricoh deployed fast, cost-efficient Ricoh P501 mono printers for all point of sale counters and some departmental offices. For more demanding creative content and high-volume logistics documents, the retailer installed Ricoh IM C3010A colour multifunction printers (MFPs), capable of printing large-format A3 output, plus Ricoh IM C300F MFPs with added fax functionality.

Furthermore, the HR team at Modehaus Garhammer now uses compact Ricoh IM 550F MFPs, while company employees

working from home use WiFi-enabled Ricoh M C250FW devices with integrated remote monitoring and enhanced connectivity to support flexible working arrangements.

Modehaus Garhammer also uses RICOH Streamline NX V3 to gain a single point of control and a clear overview over print operations.

"Thanks to Streamline NX, we can monitor and manage our printers much more efficiently and save a lot of time," says Alexander Grindinger. "With its Scan & Capture features, the solution accelerates our digital transformation and supports faster, more flexible document workflows."

Building on the successful print engagement, Modehaus Garhammer asked the Ricoh team whether they could help to solve its cybersecurity challenges. Following a series of demonstrations, the retailer decided to deploy RICOH RansomCare powered by BullWall to protect its documents against malware and other threats.

Together with Ricoh, Modehaus Garhammer integrated a wide range of operating systems and document stores, including many Microsoft Windows file server shares as well as Microsoft 365 with SharePoint and OneDrive, and RansomCare delivers a high level of protection to the whole environment.



We now have much more versatile A4 printers at all our point of sale counters. These fast and reliable printers are essential for a smooth checkout.

ALEXANDER GRINDINGER  
AUTHORISED SIGNATORY FOR FINANCE AND CONTROLLING  
MODEHAUS GARHAMMER



## BENEFITS

### Improving the customer experience

Today, Modehaus Garhammer has successfully standardised its print operations, replacing 20 separate systems with best-in-class models from Ricoh. The streamlined single-vendor approach significantly simplifies print management tasks and reduces administrative workloads.

The switch to high-performance Ricoh MFPs is also helping the retailer to sharpen up its customer service. “We now have much more versatile A4 printers at all our point of sale counters,” says Alexander Grindinger. “These fast and reliable printers are essential for a smooth checkout. It’s a small but important part of the retail experience, and we can now quickly deliver receipts that reflect the quality and care we

stand for as a company, which helps to keep our customers happy and builds long-term brand loyalty.”

In addition, the Ricoh MFPs, featuring high-quality scanners and integrated optical character recognition (OCR) workflows, make a real difference for Modehaus Garhammer’s office team.

“In the past, it was often difficult to find a particular invoice quickly; now we can use the new scanning workflows to store our documents as digital copies. That makes everything much more easy to search for and retrieve, increasing our productivity and efficiency,” explains Alexander Grindinger.

Modehaus Garhammer also expects RansomCare to make a positive impact on its cybersecurity posture. The Ricoh solution will add another layer of defence against threats,





enabling the company to instantly detect and shut down ransomware attacks, minimising business risk. Alexander Grindinger concludes: "We've been working with Ricoh for many years and really value their pragmatic and proactive

approach. With our new print fleet and operational processes, the Modehaus Garhammer retail and back-office teams can deliver a first-class experience to the many visitors to our store."

---

## ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance. Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD). It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future. For further information, please visit: [www.ricoh-europe.com](https://www.ricoh-europe.com)

---

**RICOH**  
imagine. change.

[www.ricoh-europe.com](https://www.ricoh-europe.com)

The facts and figures shown in this brochure relate to specific business cases. Individual circumstances may produce different results. All company, brand, product and service names are the property of and are registered trademarks of their respective owners. Copyright © 2024 Ricoh Europe PLC. All rights reserved. This brochure, its contents and/or layout may not be modified and/or adapted, copied in part or in whole and/or incorporated into other works without the prior written permission of Ricoh Europe PLC.