



FUNKE LETTERSHOP AG – Forward-looking expansion of production infrastructure

Always a step ahead of the competition – with the Ricoh Pro C9210 printing system that includes a booklet finisher and a professional document scanner with an intelligent software solution for digitising survey responses.



Direct Marketing and Output Management for personal customer communication

FUNKE LETTERSHOP AG in Zollikofen has been developing and implementing direct marketing concepts for its customers since 1991 and ensures effective and personal communication with its customers, both physically and digitally. By generating, controlling and distributing personalised electronic data or physical documents to the appropriate internal or external recipients, the company also offers secure and efficient output management. All team members are committed to meeting the high standards of quality that are required and attach great importance to data security, adherence to deadlines, efficiency and providing personalised advice. The company is ISO 27001 and GoodPriv@cy certified.



Increased flexibility and efficiency in production and expansion of the product range.

« Thanks to the new Ricoh production systems, brochure production is much more efficient. »

Bernhard Zbinden,
Managing Director
FUNKE LETTERSHOP AG

Outstanding services for customers

To meet the varied needs of its diverse client base, FUNKE LETTERSHOP AG is always at the cutting edge of technology. The company relies on state-of-the-art infrastructure and software, efficient processes and an experienced team. Print-on-demand is a key area of the company's business; business stationary and other corporate material is produced digitally and flexibly using digital printing, and the company is able to provide small, personalised and fast print-runs. This eliminates

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the expensive storage costs associated with large print-runs. The two online platforms OUTPUTMANAGER® and LIEFERANTENMANAGER® are programmed in-house and provide a fast and simple system for ordering and managing printed documents and marketing materials. The efficiency of this process chain can only be ensured from start to finish if automated production machines designed for this purpose are available.

Perfect addition to the printer fleet

As a long-standing partner of FUNKE LETTERSHOP AG Ricoh was commissioned to install a Pro C9210 printing system. This is an ideal addition to the existing printer fleet, which already includes a Ricoh Pro C9110 production printing system. The new Pro C9210 model is equipped with a fully automatic inline booklet maker for brochure production. The extremely user-friendly Pro C9210 digital printer offers a level of printing quality comparable to offset printing, generous paper capacity and can print onto a wide variety of media. It ensures redundancy in high-volume single-sheet output and further improves production efficiency with its high capacity.

In addition, a document scanner with handwriting recognition software was also installed. This solution enables FUNKE LETTERSHOP AG to automatically evaluate questionnaires for its customers, for example. Thus, customer mailings to which respondents provide handwritten answers are read in by the scanner which recognises the handwriting with the help of artificial intelligence software. This eliminates the need to type in the answers manually. The scanned texts can then be evaluated and processed directly in a database.

Speed and high quality

The Pro C9210 printer meets the increasing demands for speed and high quality, which is particularly important for the company. The fully automated booklet finisher can produce brochures with up to 200 pages with three-sided trimming for prompt completion of orders. In addition, the document scanner makes it possible to serve an even larger target group. By expanding its production infrastructure, FUNKE LETTERSHOP AG has ensured it remains fit for the future.



« The document scanner with intelligent software allows us to expand our range of services. »

Bernhard Zbinden, Managing Director,
FUNKE LETTERSHOP AG