



CASE STUDY:

# Personalised Christmas gifts thanks to fabric printers

**MANOR** 

An innovative gift idea to satisfy customer desires for something unique.

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## SPECIAL EVERYDAY

Manor is the largest department store group in Switzerland and has a nationwide presence. The Group includes 59 Manor department stores, 29 Manor Food markets and 27 Manora restaurants. With its city centre locations, the Basel-based retail group aims to contribute to preserving the vibrancy of Swiss high streets.

Manor stocks more than one million articles from some 2,800 suppliers around the world and all products sold in the department stores are also available from the online shop. Manor defines itself as an omnichannel

retailer for everyday life and always strives to ensure that its customers feel valued and appreciated in keeping with the motto "Special everyday".



## THE PERFECT CHRISTMAS GIFT

In the year of the Corona pandemic, Manor wanted to inspire its customers and offer them something very special at Christmas: a personalised printed gift, such as a one-of-a-kind T-shirt or a personalised fabric bag. Manor wanted to use this creative concept to widen its business opportunities, win new customers and above all to offer

existing customers an attractive additional benefit. It was this idea that put Manor in touch with Ricoh as it could not be implemented without suitable fabric printers.

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The personalisation of products is still very much in vogue. We were highly impressed by the versatility and very reasonable price of the Ri 100. With only a little training, any shop assistant can use the device without any problems.

Jennifer Trowbridge,  
Project Manager, Business Development Unit, Retail

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The simple operation and handy size mean the printers can be used flexibly throughout the branch network. An ideal solution for our 59 department stores across Switzerland.

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Jennifer Trowbridge

Project Manager, Business Development Unit, Retail



## A DIRECT TO GARMENT (DTG) PRINTER FOR ANYONE, ANYWHERE

In the run-up to Christmas, Manor installed a number of Direct to Garment Ricoh Ri 100 printers including designer software in its stores throughout Switzerland. The Ri 100 is one of a range of Ricoh DTG printers.

Famously easy to operate, the Ricoh Ri 100 requires very little training and maintenance. The printing system takes up very little space and the heating unit for fixing the ink on the fabric is already integrated. The fabric printer enables Manor customers to print images straight from their mobile telephones or USB sticks directly onto bags, pillowcases, napkins, socks and T-shirts in store and take them home there and then. The entire printing process, including drying, takes just five minutes. The Ricoh Ri 100 prints designs

and photos with state of the art inkjet technology directly onto textiles, creating a wide range of durable products.

Manor and Ricoh put the printer system through its paces at the Ricoh showroom in Wallisellen before the retailer selected the DTG Ri 100 for use in the Manor department stores. Once the two companies had finished the planning process, Ricoh engineers installed the devices and trained Manor staff members on site. The Manor team was then ready and able to take the printing system into use straight away.

# SATISFIED CUSTOMERS AND A GOOD RETURN ON INVESTMENT

The investment in the garment printer has already paid off. The price of the Ricoh Ri 100 is extremely reasonable, prints are made on demand and the user-friendly software makes the workflow quick and easy. A plain T-shirt is quickly transformed into a personalised garment and customers love this kind of innovative printed gift and memento. With the slogan "One gift, one story", Manor succeeded in offering something new that set it apart from the competition in the runup to Christmas.

Following the successful launch, the fabric printers have remained in the Manor department stores where they continue to produce individually printed textiles.



**Ricoh Ri 100**  
Learn more about the Direct to Garment printer with state of the art inkjet technology.



More than  
2,000 prints  
in December  
2020

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter. With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).

For further information, please visit [ricoh-europe.com](http://ricoh-europe.com)



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