



Regional print business accelerates production with enhanced automation and flexibility



- Accelerates large print jobs by 30%
- Faster change of fifth colour station
- Improves transparency and reporting with usage based billing

COMPANY & CHALLENGE

Part of the Optimo Service industrial services group, Printimo is an innovative print shop that offers clients a wide range of personalised products including business cards, brochures and books. Based in Winterthur, Switzerland, Printimo provides fully integrated printing and logistics services to small and medium enterprises, employs around 25 people, and is one of the largest independent print shops in the region.

As a well-established regional print business, Printimo has always aimed to deliver a premium service. In recent years, many clients have requested high levels of customisation and personalisation in their printed output – such as adding unique colour schemes, design work, and finishing effects.

Rolf Müller, CEO at Printimo, says: "Today, customer jobs vary a lot. Sometimes, we produce just four pages of highly customised output and for other jobs we produce anything up to 100,000 flyers. Offset print remains an important business line for long print runs, but the flexibility and speed of digital printing is becoming more and more critical. We now complete 60 percent of all jobs on digital printers, and that figure is only going up."



From left to right: Martin Clement, Sales Specialist Ricoh Graphic Communications, Rolf Müller, CEO Printimo, Nicole Kleindl, Head of Production Printimo

To satisfy rising demand for more innovative output, delivered to tight schedules, Printimo looked to adapt its technologies. Rolf Müller adds: "We wanted to increase production speeds and expand our digital printing capacity. With the trend away from high volume printing in black and white towards more customised output, we wanted to offer new options such as more popping colours, to help clients stand out in their markets."

SOLUTION

Modernising the digital print environment

During a presentation from Ricoh, the Printimo team learned about the performance and capabilities of the newly launched RICOH Pro™ C9500 and RICOH Pro™ C7500 printers, and quickly decided to consolidate and upgrade its production print environment. Ricoh worked closely with Printimo to draft a tailored solution package comprising the two new printers, plus the option to accelerate the replacement of one of the existing models with a completely new Ricoh printer as part of the contract. The company took advantage of Ricoh Capital financing services and opted for a five year rental contract to align cashflow with income.

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We discussed the modernisation of our printers with Ricoh and decided to consolidate our current three printers with two new colour devices. The Ricoh solutions deliver outstanding quality and value for money.

ROLF MÜLLER
CEO

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“We were really impressed by the Pro C9500,” adds Rolf Müller. “We discussed the modernisation of our printers with Ricoh and decided to consolidate our current three printers with two new colour devices. The Ricoh solutions deliver outstanding quality and value for money.”

The latest sheetfed colour printers from Ricoh are a great fit for the dynamic environment at Printimo. “The new Pro C9500 and Pro C7500 offer faster paper detection and management, streamlining the production process,” confirms Rolf Müller. “The systems also provide improved colour accuracy, consistency and monitoring with the built in Auto Colour Diagnosis unit, which helps us to achieve picture perfect print quality, every time. Ricoh offers extensive expertise in the print industry and really understand what is important for a business like ours.”

Printimo has also gained additional capabilities with the new solutions. For example, the Printimo team integrated the new, mobile, top of the range inline processing solution Plockmatic PBM5050 Stitch to fully automate stacking, folding and stapling of A4 brochures in portrait and landscape orientations. And the fifth colour station in the Pro C7500 can be changed 50 percent faster than before, making it easier for the team to deliver more advanced colour effects for clients.

Sandra Hopfensitz, Marketing and Communications Specialist at Optimo Group, says: “We’re now talking to our customers

about the many new formats and colours we can offer. We’re excited to see what they will do with the new options and the white, neon pink and neon yellow colours we can deliver with the Ricoh solutions.”

BENEFITS

Delivering innovative, personalised output

With the Pro C9500 and Pro C7500, Printimo can respond even more flexibly to client requests, and deliver outstanding levels of personalisation and innovation – quickly, reliably, and efficiently.

Nicole Kleindl, Head of Production at Printimo, explains: “The high performance printers help us meet tight schedules. Being able to print higher volumes on digital presses is a big benefit for us. Recently, a customer wanted 10,000 A4 flyers quickly. We used our digital printers and completed the print run much faster than we could with an offset machine. Another customer needed a large volume of personalised A5 flyers, and thanks to the Ricoh digital printers, this was no problem for us. Moving more jobs to digital printing helps speed up our operations, since we don’t need to wait for the sheets to dry and can move quicker with finishing and delivery.”

The higher production speeds of the Pro C9500 save Printimo a lot of time. “We now have much higher capacity for colour

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printing,” adds Rolf Müller. “A 40 page brochure would run for 12 hours or 1.5 working days on our old printers. With the Pro C9500, we produce the same output 30 percent faster, and dispatch to the customer in a single day. That’s a huge saving for the entire team – and helps improve our customer service!”

Thanks to the simplified user experience and the uniform user interface of the two Ricoh printers, Printimo’s operators can work productively across both machines. “For a small business like ours, ease of use is key to optimise efficiency. For example, if some of our team are off site or on leave, other operators can easily step in and maintain business as usual,” confirms Nicole Kleindl.

Rolf Müller concludes: “The higher level of automation and easier handling of the Ricoh solutions is exactly what we need to expand our business. We also switched to usage based billing, giving us a more flexible and transparent cost structure as well as better reporting. I’ve worked with other manufacturers and am a big fan of the Ricoh products and the Ricoh team. The two new colour printing systems have established themselves in our production after a short time, but I’m already looking forward to learn how the next generation of Ricoh solutions will help us to continue to innovate.”

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

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