



CASE STUDY:

New Options with the Ricoh Pro TF6250 UV flatbed printer

designreich

Beschriftungen

More applications and process
optimisation with the Ricoh
Pro TF6250 flatbed printer

ALL TYPES OF SIGNAGE & DISPLAYS

The creative advertising technicians at Designreich specialise in processing and printing on panels, film and other materials for various advertising products. They create complete lettering concepts from A to Z and implement their client's ideas by combining their creativity with advertising techniques.

To this end, they have recently also begun using the Ricoh Pro TF6250 UV large format flatbed printer. Gino Bonafini, founder of BONAFINI Color Communication, a certified Ricoh dealer skilled and focused on sign and graphics rich flatbed print products, who has been operating under the

umbrella of Antalis AG since 1 January 2022, was responsible for advising on and handling the sale of the Ricoh Pro TF6250 machine.

GOAL: SAVING TIME AND COSTS

For Designreich there were two reasons to add the UV flatbed printer to their printer fleet. For economic and sustainability reasons, printing is no longer carried out on film which is then glued on to signs or panels. This results in significant material savings for the company. In addition, the new system saves time in post-processing and in preparing the printed material for mounting.



ADVICE & SUPPORT MAKE THE DIFFERENCE

Designreich was able to test the Ricoh Pro TF6250 extensively during a test-phase lasting four to five months. Gino Bonafini gave the company several opportunities to carry out their own test prints on the Ricoh Pro TF6250 in his showroom in Jegenstorf before making the purchase. The technical advice and support in the Bern region were important factors in persuading the Designreich management to choose Ricoh. In the first few days, Gino Bonafini was always available to answer any questions and offer assistance with the first jobs on the new machine.

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Thanks to our Ricoh Pro TF6250 printer we are more flexible and have improved the efficiency of our order management. We have also been able to expand our services to include, printing on packaging and promotional items for example.

NICOLE ZIMMERMANN
CO-DIRECTOR

DESIGNREICH GMBH
FRUTIGEN

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Gino Bonafini planned the delivery and installation of the Ricoh Pro TF6250 printer and the team's training down to the very last detail. His strength lies in his many years of experience not just with the devices, but also with the electrical and pneumatic cables. In this regard, he was an immense help to us.

*Nicole Zimmermann
Co-Director
Designreich GmbH, Frutigen*



INCREASED EFFICIENCY & BROADER PORTFOLIO

As a result of the Ricoh Pro TF6250 printer, the advertising technicians from Designreich are much more flexible and can process jobs more efficiently. It is now possible to switch to digital cutting immediately after printing, thus saving time during the drying phase. Co-Director Nicole Zimmermann also appreciates the machine's excellent white print coverage.

The Ricoh printer means that Designreich is now in a position to expand its range of services to include printing on packaging and various promotional items. Using Ricoh UV print technology, the company can now print onto a wide range of materials, from common sign and display substrates to vertical packaging materials. Since Designreich has also been able to save a considerable amount of time in its sign-printing operations, the company is extremely pleased with its investment.

ONE-STOP SHOP

Antalis has been Designreich's main supplier of printing materials for many years. The company supplies all the materials required for producing advertising, from the plotter and wrapping films to the PVC and aluminium composite panels. Antalis is valued both for its range of materials and for its competent advice. The Antalis customer advisors are always available to assist Designreich with patience and dedication. The collaboration with Gino Bonafini complements this excellent service perfectly. Thus Designreich GmbH has only one supplier and one contact person.

ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere.

With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of digital services and information management, and print and imaging solutions designed to support digital transformation and optimize business performance.

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).



ABOUT ANTALIS

Antalis takes care of its customers from A to Z and supports them through every stage of their workflow. Antalis also makes a point of providing its clients with a comprehensive service, as this is the foundation of its company philosophy.

Antalis has expert advisors on hand to assist its customers, whether they are buying new machines, need maintenance work on existing machines, require software updates, or would like to order supplies.

www.antalis.ch

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