



Look beyond - Optimisation with Vision



Swiss Perfection for the Home

V-ZUG is the leading Swiss manufacturer of premium kitchen and laundry appliances based – as the name indicates – in Zug. More than 100 years ago the company committed itself to making everyday life easier with high-quality, innovative household appliances. Of course, the same principle should apply to the printing solutions at V-ZUG's in-house print shop. As Ricoh already had a presence at V-ZUG with its office printers it was commissioned to optimise the processes in production printing.



**Enhanced internal
reputation and order
situation**

Underlying Holistic Approach

The challenge facing V-ZUG was to achieve an optimum distribution of internal and external print jobs, with the aim of maximising the efficiency and quality of its printing processes and minimising costs. Ricoh advised V-ZUG on this issue and put measures in place to achieve these goals. To get an impression of the current processes at V-ZUG, Ricoh first of all carried out a basic analysis. This focused on answering questions such as "What are the internal processes from planning to the finished print product and which departments are involved?" or "Which products are produced internally, which ones externally and for what reason?" The next step was to draw the right conclusions from the data collected and to optimise the printing solutions.

"We chose Ricoh as the ideal partner to optimise our printing solutions based on the ongoing contact with Ricoh staff and the competent advice we receive. Our cooperation works excellently."

Petra Schmid,
V-ZUG Ltd.

From Out-of-House to In-House

One core area that emerged from the analysis was the option of moving external print volumes back in house. Ricoh put forward specific suggestions about which production machines were best suited for this move, and on the possible options to expand the range of services. For the production of black and white transactional documents, V-ZUG ultimately chose a Ricoh Pro 8210. This model offers excellent reproduction capabilities, features highly accurate duplex registration and a high resolution. The Ricoh Pro C5210S was the first choice for the production of high-quality print products. As additional options, a Plockmatic booklet-making machine including a backing press and front-cutting unit were integrated into this production printer. This puts V-ZUG in a position to print entire brochures and process them to a finished product, something that in the past would have to have been outsourced to an external service provider.

“The new production machines from Ricoh are much quieter and faster. With the Plockmatic booklet maker we can complete all print jobs efficiently and in excellent quality.”

Bernadette Joller,
V-ZUG Ltd.

Successful Optimisation of Printing Processes

By acquiring new, high-quality printing machines and bringing external production processes back in-house, the printing volume on the production machines has been significantly increased. This has raised not only the quality but also the quantity. As a result of this higher capacity, the internal reputation of the in-house print shop has also been boosted. Thanks to the holistic approach to all printing processes within V-ZUG and the competent advice provided by Ricoh experts the printing processes have been realised in an optimum manner.



Petra Schmid and Bernadette Joller from V-ZUG with the Ricoh Sales Specialist Alexander Scheffel in front of the new Ricoh production printer (from right to left)