



CASE STUDY:

## Top-level creativity thanks to flatbed printing

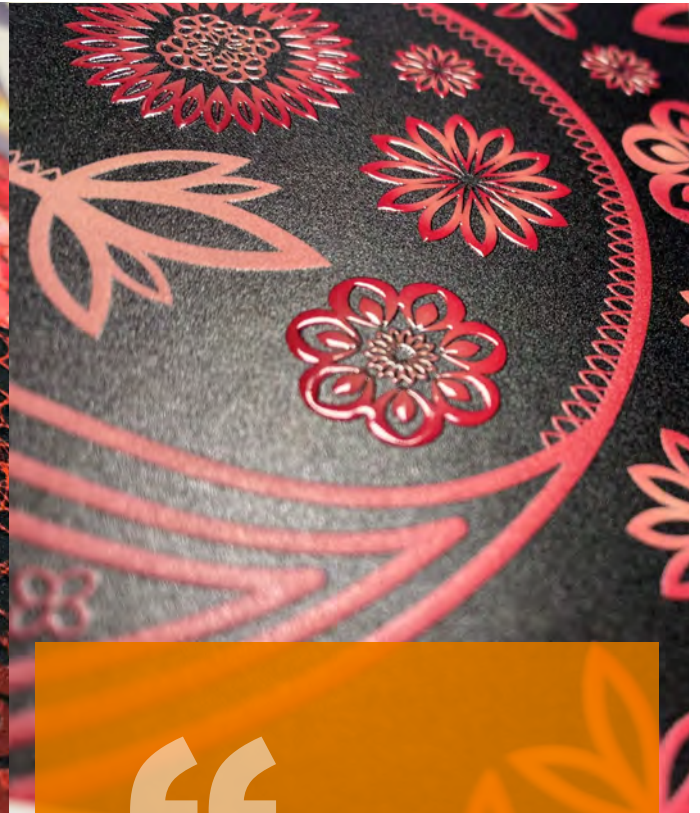


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### COMPANY PROFILE

Established in 2014, Beepag is an Italian company specialized in the printing and graphics sector. Beepag is notable in the sector in Tuscany, not least because of its ability to provide customized services. It has grown steadily over the years, supported by an e-commerce platform that has enabled it to expand its market in Italy and beyond.

Innovation and quality are two fundamental aspects for successfully responding to new customer requirements, which Ricoh technologies and services help Beepag to achieve. The company's printing environment includes the Ricoh Pro C7200X, a single sheet solution, among other industrial solutions.



*Prints made with Ricoh Pro T7210, using clear ink.*

## Full-scale innovation

For several years, Beepag has been using the latex solution Ricoh Pro L4100 to provide indoor and outdoor applications for its customers, including wallpaper (also in fiberglass), roll-ups, posters, display stickers and signage. Matteo Pinzauti, the company's founder, explains: "A few years ago we decided to go beyond the roll-to-toll world and manage rigid media as well. In order to do so, we introduced Ricoh Pro T7210, an innovative flatbed printing solution that enables us to use different kinds of material like wood, aluminum, glass, plexiglass and cardboard, up to 11 cm thick. Doors, furnishings for interiors, exhibition material for stores made from cardboard... these are just some examples of what we can produce, all with a fundamental point in common: customization".



Thanks to Ricoh solutions, we are an invaluable ally for companies who turn to us in order to set themselves apart from everyone else on the market and communicate their identity in the best possible way.

*MATTEO PINZAUTI  
FOUNDER OF BEEPAG*



"Ricoh technologies have a fundamental point in common: customisation."

MATTEO PINZAUTI  
FOUNDER OF BEEPAG



## New requirements

Beepag did not stop here and resolved to double productivity, introducing a second Ricoh Pro T7210, with the aim of:

- supporting business growth
- boosting delivery speed
- creating value applications
- entering new markets, like fashion and luxury

## Towards new horizons

Matteo Pinzauti explains how "The first Ricoh Pro T7210 continues to be used for Sign and Display and Visual Communication applications, whereas we use the new system for special jobs, including for example transparent and white, or screen painting, requiring polishing. Thanks to this possibility, we began reaching out to the fashion and luxury sectors, looking to innovate the way in which they interact with customers and involve them".

## Benefits

- flexibility
- productivity
- high quality
- environmental sustainability: Ricoh inks are "Greenguard Gold" certified

Matteo Pinzauti concludes: "We help our customers bring their ideas to life, providing them with the finest printing technologies, combined with our experience and professionalism. Thanks to the Ricoh solutions, we are an invaluable ally for companies who turn to us to set themselves apart from everyone else on the market and communicate their identity in the best possible way."

[www.beepag.it/blog/](http://www.beepag.it/blog/)

[www.walldesign.shop](http://www.walldesign.shop)

## 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 [www.ricoh-europe.com](http://www.ricoh-europe.com)