



CASE STUDY:

## Innovative commercial printer turns to Ricoh to support the next stage of its growth journey



By working with Ricoh to deploy in house digital inkjet and toner printing, Realisaprint.com has improved lead times, opened up a new sector of the market, increased profit margins, and enhanced its client services.

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### COMPANY & CHALLENGE

Founded in 2007, Realisaprint.com provides commercial printing services to more than 50,000 graphics arts professionals in France, Spain, and Italy. Operating exclusively online at Realisaprint.com, Realisaprint.es, and Realisaprint.it, the company has 90 employees working at a 7,000 square metre production centre, and offers a huge range of products including brochures, flyers, signage, rigid panels, and Point of Purchase displays.

In the European Web to Print market, Realisaprint.com is a company very much on the rise. In recent years, Realisaprint.com has expanded beyond its French base to launch subsidiaries in Spain and Italy, and achieved a 39 percent increase in revenues in 2021. And with countless jobs submitted online each day by graphic designers and advertising agencies, the pace of growth shows no sign of slowing down.

Hugo Teixeira, Marketing & IT Director, Realisaprint.com, explains: "We are always looking to broaden our portfolio of personalised services, with packaging, Direct to Garment and Direct to Film printing the latest additions. At the same time, we are aiming to expand our core print lines such as brochures with a range of different finishes and bindings. For every order, we promise our clients high quality printing and fast turnaround times at unbeatable prices."



To process orders as efficiently as possible, Realisaprint.com embraces innovation. For example, the company was an early adopter of sheetfed inkjet printing, and strives to automate in house production workflows. But with client demand growing quickly, and new low cost competitors emerging across Europe, Realisaprint.com wanted to enhance its value proposition. In particular, the company aimed to be able to profitably handle large numbers of customised short print runs.

Hugo Teixeira continues: “During the global pandemic, we saw an increase in the number of orders but a decrease in the volume of prints per order. Our existing approaches and offset equipment made it difficult to meet the needs of this growing market segment. We set strict requirements for the new print equipment. Along with exceptional production speeds and low costs, the solutions would have to integrate with our automated pre-press processes and deliver inline finishing tools. We wanted to create streamlined, end to end production workflows that would ensure items were ready to package and dispatch as quickly as possible.”

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*Hugo Teixeira, Marketing & IT Director*



"As a globally recognised vendor, Ricoh can help us meet tomorrow's challenges with a wide range of products to support our growth. We were impressed with our initial Pro™ C9200 sheetfed digital press, so we were confident in the continuous feed hardware and services proposed by Ricoh".

Hugo Teixeira, Marketing & IT Director



## SOLUTIONS

Realisaprint.com assessed the solutions, installation support, and service capabilities of several leading print providers, before identifying Ricoh as the standout option. The company selected two RICOH Pro C9200 sheetfed digital presses, and made its first investment in high speed inkjet technology with the RICOH Pro™ VC70000. The company also decided to deploy FusionPro VDP software to enhance its variable data printing capabilities, simplifying the creation of personalised brochures and other materials.

Hugo Teixeira explains: "Other vendors proposed hardware with impressive specifications, but only Ricoh offered the full package, combining everything from leading edge, high speed print devices with inline finishing capabilities to fast, expert deployment and support services. As a Web2Print company, total cost of ownership is a critical element for us, so we also performed an in depth cost analysis with Ricoh. We then visited a partner in the Netherlands for a technical validation of the hardware, and the technical input from Ricoh Europe at this point was a decisive factor."

Realisaprint.com worked with Ricoh to implement the new devices, installing the first Pro C9200 solution and completing

user training in one week, before deploying the Pro VC70000 and a second digital sheetfed press. The company uses the Pro C9200 presses for toner workloads including SRA3-sized papers, while the Pro VC70000 handles high volume brochure production.

Importantly, the Ricoh equipment connects to Realisaprint.com's workflow automation tools, helping to optimise production efficiency. As clients send in orders to the Realisaprint.com e-commerce store, data files are automatically routed to the relevant device based on size, volumes, and preferred media. The Pro VC70000 also includes an integrated cutting machine that automatically recognises and responds to changes in required output size and format — enabling Realisaprint.com to print multiple jobs without having to change the roll of paper.

"Our decision to work with Ricoh has been a great success," adds Hugo Teixeira. "The ability to manage multiple formats on the same paper reel without stopping the machine saves time and provides a great increase in productivity. We can now much more easily handle mixed jobs that were difficult to combine on offset for small and medium print runs."



Partnering with Ricoh is enabling Realisaprint.com to sharpen our competitive edge in the Web2Print market, and ensures that we deliver the great quality, speed, and prices that our clients expect.

Hugo Teixeira, Marketing & IT Director



## BENEFITS

Working with Ricoh, Realisaprint.com has successfully transitioned to a streamlined operating model. With the introduction of the Ricoh digital inkjet and toner devices, the company can profitably handle print jobs of all types and sizes. Every day, Realisaprint.com now prints and dispatches as many as 1,500 client orders across its many product lines.

Hugo Teixeira comments: "The quality of output from the Ricoh digital inkjet and toner devices is very high, particularly in terms of colorimetric stability, making the new devices an excellent alternative to our previous offset model."

Two months after deploying the Pro VC70000, Realisaprint.com was already printing eight million double sided A4 pages per month, ahead of its target. The machine's total capacity is 15 to 20 million pages per

month, so the company has plenty of headroom for further growth and optimisation.

The high speed Ricoh devices will enable Realisaprint.com to accelerate production and improve turnaround times. For example, the Pro VC70000 delivers speeds of 150 metres per minute (mpm) for offset papers, and up to 120 mpm for coated papers. Where many continuous feed devices require operators to halt production to change paper rolls for each different printed format, the automated finishing tools enable nonstop operations, helping to save time, maximise output, and permitting Realisaprint.com to manage growing order volumes seamlessly. Hugo Teixeira says: "By comparison with an offset press, we can print four times faster in SRA3 format."

Furthermore, the high levels of efficiency and automation possible with the Ricoh solutions will allow Realisaprint.com to keep production costs as low as possible and improve profit margins. In turn, this will enable the company to enhance its value proposition to current and prospective clients with very attractive prices.

"Maintenance on the Pro VC70000 is quite standardised, and the processes put in place by the Ricoh team are highly effective," comments Hugo Teixeira. "What's more, the training provided to our teams has been a real plus in terms of helping us deal faster with minor issues. Globally, taking into account the costs of hardware, ink, maintenance, and energy, the Pro VC70000 solution has given us the cost savings we were hoping to achieve."

Hugo Teixeira concludes: "Partnering with Ricoh is enabling Realisaprint.com to sharpen our competitive edge in the Web2Print market, and ensures that we deliver the great quality, speed, and prices that our clients expect. Looking ahead, we will continue to explore how the innovative print solutions offered by Ricoh could help us to enhance our production capabilities across our other product lines."

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## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter. With cultivated knowledge and organisational 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).

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