



Flexible inkjet platform delivers a fast return on investment

Strategic development plan

CFI Technologies was the first commercial printer in France to adopt Ricoh's Pro VC60000 continuous feed inkjet technology. The investment, a cornerstone of CFI Technologies' development plan, allowed the company—a leader in web offset and digital sheet fed—to move to a digital platform.

The inkjet press is used by CFI Technologies' digital division. The operation, which turns over €15 million per annum, specialises in direct mail with deep colour personalisation. Its multi-vendor production environment includes 17 direct mail lines and employs more than 100 people.

Digital production platform

The Pro VC60000's exceptional print quality and ability to handle offset stock made it an easy investment decision. Gilles Derouen, Director of Development at CFI Technologies, explained: "Innovation is crucial to us. That is why we selected the Ricoh Pro VC60000".

"Our clients look to us for dynamic data-driven services. They are focused on targeting and personalisation, and they don't really care which machines we use. Thanks to the Pro VC60000, they do not see any change between offset and digital printing."

C F I
T E C H N O L O G I E S
GROUPE PRENANT

30%

Cost saving attributed to use of regular offset stock

"The partnership with Ricoh allowed us to increase our market reputation and our market share. We have a joint focus, which helps to make our partnership a success."

Gilles Derouen, Director of Development, CFI Technologies

RICOH
imagine. change.



“The partnership with Ricoh started before we bought the machine. Ricoh’s dedicated technical team has support from Europe and Japan. This support is crucial as it allows us to work productively with the machine.”

Gilles Derouen, Director of Development, CFI Technologies

Comparable quality to offset

Like many other commercial printers, CFI Technologies used a mix of offset and electrophotographic print processes to produce personalised collateral. The aim, with the introduction of the Pro VC60000, was to improve consistency and reduce unit costs by consolidating personalised print on a single, more flexible, production line.

The advantage of the Pro VC60000 is that it produces personalised colour print collateral of exceptionally high quality on a wide variety of media. Unlike other inkjet presses, it does not rely upon expensive inkjet stock and will produce output of comparable quality to offset on regular matt and silk coated stock.

Impressive real world productivity

The Pro VC60000 has proved easy to work with. It prints at speed, requires minimal supervision and will quickly switch between jobs. Indeed, according to Derouen, the real world productivity of the Pro VC60000 platform is as much as six to nine times that of the high end electrophotographic platform it replaced.

The flexibility of the platform has allowed CFI Technologies to explore new business opportunities. The company has, for example, expanded its range to include promotional retail catalogues with deep colour personalisation. Running double shifts, the Pro VC60000, is delivering a fast return on CFI Technologies’ investment.