



CASE STUDY:

Setting new standards for print innovation and design creativity with Ricoh



Using the RICOH Pro™ C9200 and RICOH Pro™ C7200x, Grace Team Printing & Advertising produces eyecatching colour output that helps to attract new business and wins prestigious industry awards.

COMPANY & CHALLENGE

Established in 1993, Grace Team Printing & Advertising is a leading print house, operating two production facilities in Cairo, Egypt. Grace Team offers integrated printing services, including offset, digital, large format, 3D, and Direct to Garment. Among the many products designed and printed by Grace Team are catalogues, booklets, packaging, labels, flyers, signs and stands, outdoor advertising, and brochures.

Grace Team has led the way for innovation in the Egyptian production print and graphic arts market for almost 30 years. The company was an early adopter of digital printing to supplement traditional production, and was the first in the country to install high resolution outdoor print technologies, and first to offer printing onto rigid surfaces such as glass, wood, acrylic, and metals. For Grace Team, this continual focus on deploying state-of-the-art print capabilities has one key purpose: to ensure that their clients receive a five star service that meets and exceeds their expectations for quality, speed, and costs. Whether producing advertising, booklets, or customised packaging materials, Grace Team strives to design and deliver creative, vibrant colour output that has a powerful visual impact.

In its digital printing environment, Grace Team had relied on the same sheetfed presses for some time. For the most part, the four colour toner devices had performed satisfactorily, with low page costs and high print speeds helping to meet growing



demand, especially for packaging. But over time, an issue emerged when the device manufacturer proposed increased charges for ongoing support services.

With the next upgrade of the devices fast approaching, Grace Team was open to a change in direction. But any new investment in digital printing would have to provide exceptional reliability, capacity, and colour printing capabilities — and enhance Grace Team's reputation for market-leading innovation.

SOLUTION

To modernise its digital printing environment, Grace Team committed to a new approach, including fifth colour print capabilities to offer more sophisticated design possibilities to clients. The company turned to Ricoh business partner IOS, and installed one RICOH Pro™ C9200 digital colour sheetfed press and one RICOH Pro™ C7200x device, which provides traditional CMYK plus white as a fifth colour station.

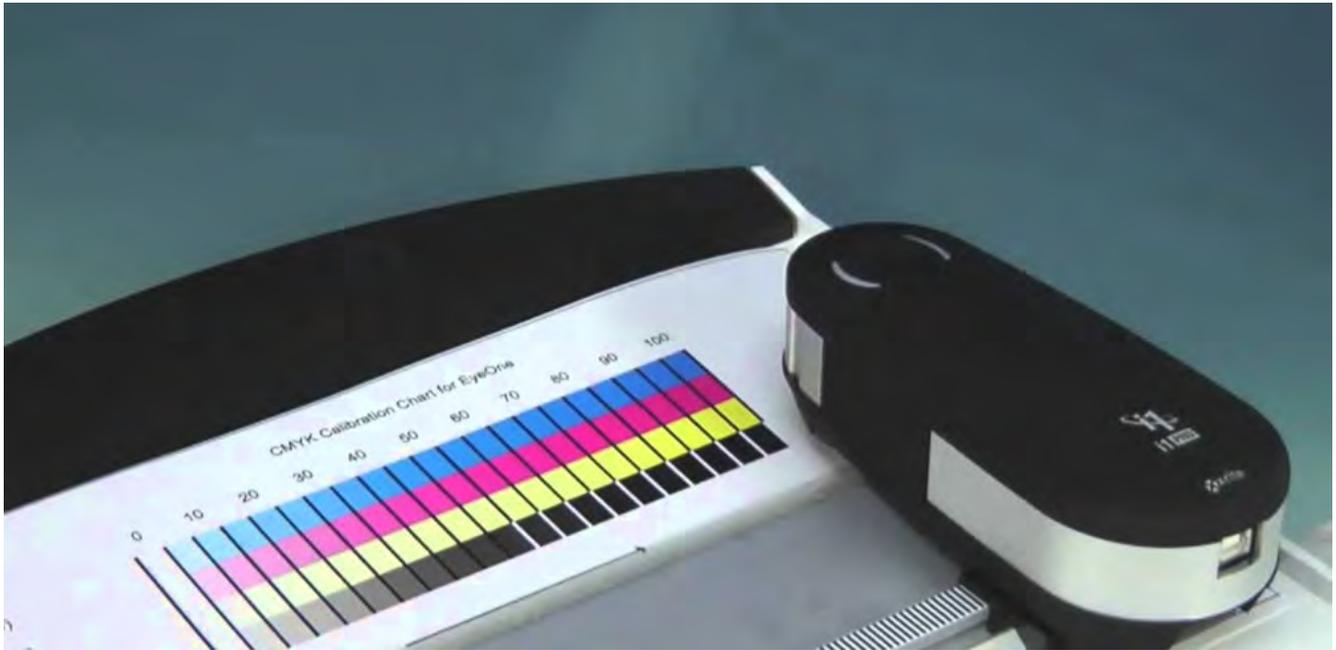
The Ricoh devices provide consistent output quality during long production runs, and enable printing onto a mix of papers,



We had previously worked with IOS to install a mono device for book production, so we knew they offered real print expertise. The Ricoh solutions stood out for commercial and technical reasons: on the one hand, we could reduce our support costs, while the RICOH Pro™ C7200x in particular offered very exciting tools for graphics arts production.

Eng. Youssef Refaat, Chairman





coloured cards, and packaging. Alongside the Pro C7200x, Grace Team is using Color-Logic software, which provides tools for printing CMYK and white toner onto metallic substrates. Each month, the company prints an average of 120,000 CMYK A4 pages with the Pro C9200 solution, and a further 32,000 A4 pages with more specialised colour combinations using the Pro C7200x device.

Eng. Youssef Refaat continues: "The Pro C9200 and Pro C7200sx allow us to offer something fresh and inspiring to our clients. For example, being able to print packaging designs onto eye-catching metallic materials and reflective foils has proved especially popular. Thanks to Ricoh and IOS, we have leading-edge production print capabilities that help us to stand apart from the competition." Working with IOS, Grace Team had the two Ricoh presses installed and operational inside one day, with an IOS engineer staying on site for the next week to provide user training. IOS continues to provide full maintenance and 24/7 support services, including spare parts and delivery of toner to Grace Team locations.

BENEFITS

Since making the switch to Ricoh devices, Grace Team has taken its digital colour print production to another level. Production speeds are higher than the previous sheetfed

printers, ensuring clients receive their finished materials sooner, while the more energy-efficient Ricoh solutions have helped Grace Team to reduce power consumption and costs. The company also benefits from a more advantageous after-sales service agreement, with IOS always available to provide maintenance and assistance as part of a fixed-price contract.

The ability to print striking colour combinations and designs has not only helped Grace Team to win new business, but has also won plaudits from the production print industry across the Middle East. For example, a set of varnished medical packaging, created on the Pro C7200x, won the 'Gold Award for Innovation & Quality' at the 2019 Prime Awards, hosted by the highly prestigious publication Packaging MEA. Attracting industry awards adds considerable weight to the company's marketing campaigns, and highlights the benefits of Ricoh printing systems.

Eng. Youssef Refaat concludes: "With Ricoh and IOS, Grace Team is setting new standards for innovation and creativity in the Egyptian production print market, and we are delivering great quality output that positions us as the premier choice for our clients. Grace Team is very pleased with the decision to move to Ricoh sheetfed digital printers, and we are happy to welcome other companies to our site as a showroom for these outstanding Ricoh solutions."



ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere. With cultivated knowledge and organisational capabilities nurtured over its 85 year history, Ricoh is a leading provider of digital services, information management, and print and imaging solutions designed to support digital transformation and optimise 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 2022, Ricoh Group had worldwide sales of 1,758 billion yen (approx. 14.5 billion USD).

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