



CASE STUDY:

Collecting fresh fruit directly from Ricoh Smart Lockers



COMPANY PROFILE

Joinfruit is an Italian food producer founded in 2015. Headquartered in Verzuolo in the province of Cuneo, it comprises 190 members committed every day to offering high-quality fruit from the local area to benefit people's health and well-being. It farms around 1,700 hectares of cultivated land in Piedmont, Veneto, Lazio and Calabria, with an annual production of over 80,000 tonnes of fruit.

As a producer, Joinfruit promotes an organizational model in which resources are available to each member through the creation of a synergistic network that harnesses everyone's talents and lends value to the product, as well as to the people and processes that shape it. Joinfruit has a strong local identity and desire to expand its experience throughout Italy: a commitment to promote outstanding local and Italian production excellence is pursued with a sustainability vision that is fair, inclusive and geared towards the well-being of the entire supply chain, from farmer to consumer.

“The collaboration with Ricoh has allowed us to combine the need to directly and sustainably reach consumers with technological innovation.”

BRUNO SACCHI, Director of Joinfruit



OBJECTIVES

“The Joinfruit Fresh project stems from a need to trial new sales models and to find alternative tools for marketing and promoting our products, creating a more direct link between consumers and farmers,” explains Bruno Sacchi, Director of Joinfruit.

“In an increasingly fast-paced world where shopping philosophies are progressively becoming younger and smarter, we felt it was necessary to find a way to combine technology and speed with sustainability and consumer peace of mind. Our intention is not to disrupt the habits of people accustomed to going to the market or supermarket, but rather to offer an alternative to those who are ready to embrace the opportunity to buy, at their convenience, a good, fresh and safe product specially prepared for them.

This is not a challenge to others, but to ourselves. Evidently, it is a project with ‘eco-friendly’ consumers in mind: Joinfruit Fresh assures a very short supply chain in which the product, strictly packed in recyclable packaging, arrives at a Smart Locker directly from the warehouse, without any intermediate steps.”

Project priorities included:

- Informing consumers about the identity of the supply chain and its actors
- Marketing products in an increasingly sustainable way, shortening the supply chain and creating a direct link between producers and consumers
- Guaranteeing consumers a fresh, good and safe Italian product directly monitored throughout its journey: from the field to the warehouse to the Smart Locker
- Offering consumers an alternative channel for purchasing products
- Making the family of producers proud of what it has brought to the market

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Ricoh provided us with a comprehensive, customized solution based on our needs and the goals we wanted to achieve.

BRUNO SACCHI, Director of Joinfruit

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SOLUTION

“The collaboration with Ricoh and its technology partner WIB,” continues Bruno Sacchi, “has allowed us to combine the need to directly and sustainably reach consumers with technological innovation. During the design stage we involved several suppliers, from each of which we requested an adequate response to our needs, which also had to fall strictly within our available budget. Ricoh has managed to fully achieve this goal, providing us with a complete solution tailored to our needs and the targets we wanted to reach.”

Refrigerated Smart Lockers are extremely easy to use, even for people who are less familiar with technology. Essentially, consumers only have to book their desired products through an e-commerce portal (web app) developed by Ricoh, choosing a delivery date.

When the order has been placed in the Smart Locker, the recipient can personally pick it up – within 24 hours – using a QR code that they receive on the web app.

The project was co-funded by the European Union and is an outstanding example of public funding being used for sustainable economic development projects.

BENEFITS

The work in synergy with Ricoh has allowed Joinfruit to:

- Offer consumers an opportunity to enjoy a fresh product, prepared and delivered within a single day
- Create a marketing channel that can combine new sales models with a focus on sustainability
- Shorten the supply chain
- Open new prospects on sales channels
- Value seasonality and prioritize seasonal products
- Focus on its core business and consumer needs, since Ricoh handles every technological aspect: from solution installation to maintenance and service activities

What lies ahead?

“Our intention is to replicate this first experience in Cuneo in other Italian cities,” concludes Bruno Sacchi, “starting from our local area and expanding the project to a point at which we can ensure its total sustainability. Future prospects – in which Ricoh will continue to play a key role – also include the expansion of the range from just fruit to vegetables, fruit juices, dehydrated fruit snacks, compotes and so on, always starting with products from our supply chain. We also want to give the project an educational value for younger generations: the future goal is to use packaging as a means of education for children, transforming it into a game that entertains and offers important information on the properties of fruit and vegetables, while also increasing the packaging’s sustainability, giving it a second life.”

RICOH

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Headquartered in Tokyo, Ricoh operates in more than 200 countries. In the financial year ending March 2020, the company had global sales of \$19.06 billion.

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