



CASE STUDY:

# Ricoh Pro™ C7200x breathes fire into the Dragon



A Dragon is stirring in Seville where Lantia is changing the way that books are published.

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## CUSTOMER PROFILE

Lantia has ripped up the publishing rulebook with a visionary approach that reduces the time to market for authors and publishers. Lantia's smart on demand service allows authors and publishers to distribute books to the retail channel without needing to invest in an initial print run or to hold physical stock.

Lantia's intelligent platform manages the entire publishing lifecycle, from the creation of content, to the design, production and distribution of books worldwide through

bookstores and retailers, such as Apple, Google, Kobo and Amazon. The platform enables authors and publishers to engage instantly with global markets.

Customers can select from a library of over 35,000 titles. Books are printed on demand in Lantia's production centre in Seville, and shipped directly to bookstores, retailers and end customers. Equipped with Ricoh sheetfed presses, it takes the production centre just minutes to produce each immaculately finished book.



## FIRE-BREATHING DRAGON

Not a business to rest easily on its laurels, Lantia has taken its visionary print on demand book publishing concept a step further, offering immediate on the spot fulfilment of orders. The solution eliminates distribution costs by moving book production from its centralised facility to the very heart of the bookstore.

The Dragon – Lantia’s integrated all-in-one publishing system – was installed in Lantia’s own bookstore in Seville. Customers visiting the bookstore or shopping online can browse Lantia’s entire catalogue, selecting from an extensive library of authors and titles. Books are produced on the spot within five to seven minutes.

Customers are delighted with their purchases. With 23,000 authors to choose from, there is a wide choice of books, and the quality is astonishing; as good as books printed using more conventional methods. What is more, watching the Dragon in action as it prints, folds and finishes books, adds value to the retail experience.

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This is a game changer for the publishing industry. It allows any bookstore to have an unlimited supply of books on demand.

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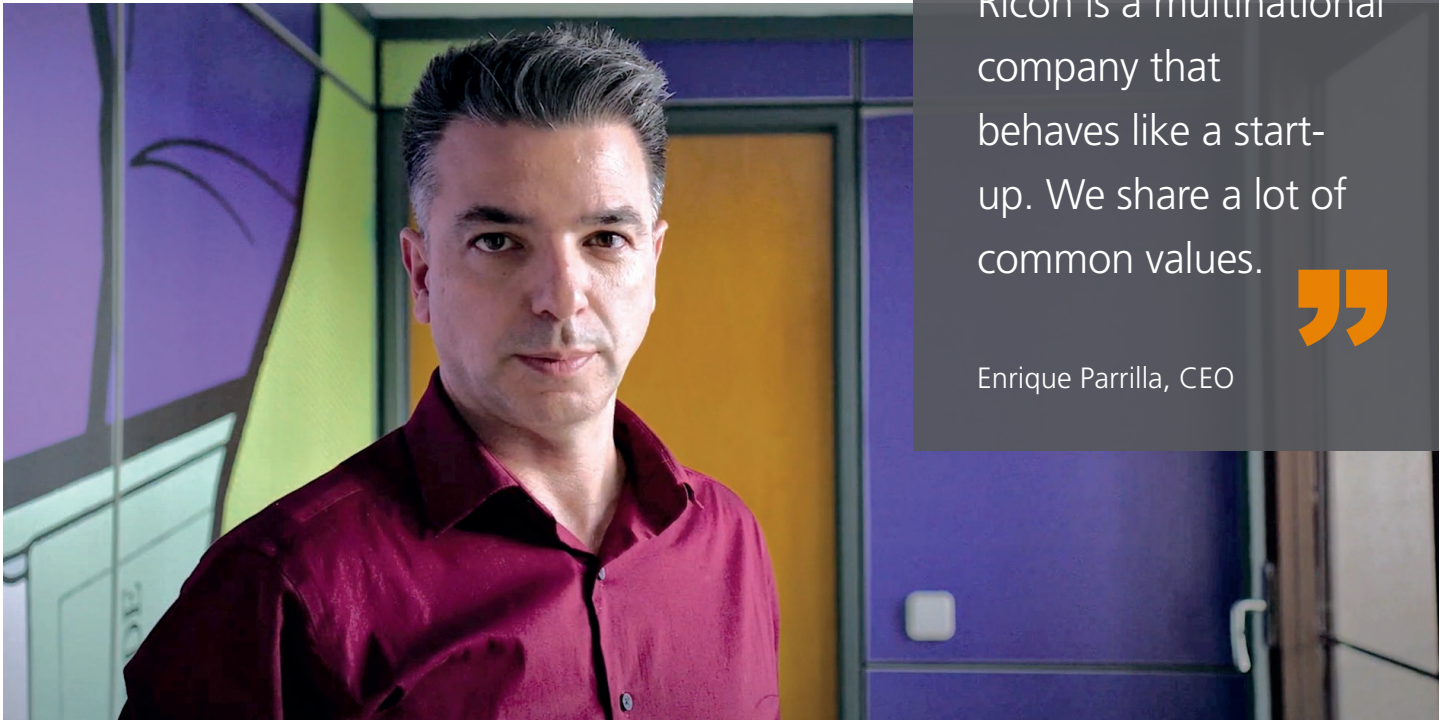
Heidi Heinz,  
International Rights Manager



We were fortunate to work with Ricoh. Ricoh is a multinational company that behaves like a start-up. We share a lot of common values.



Enrique Parrilla, CEO



## CLICK AND COLLECT

At the heart of Lantia's Dragon is a Ricoh Pro C7200x sheetfed production printer equipped with a fifth colour station. Automating every step of the production process, the Pro C7200x is the perfect delivery device. Vibrant colour covers, complete with a protective laminate finish, are printed on heavyweight media.

An integrated perfect binder automatically collates the heavyweight covers, inserts content and creates elegantly finished glue-bound books. Ricoh's perfect binding system creates the covers to eliminate cracking and, to ensure that the end product looks truly professional, smartly guillotines the sides of the book.

The Dragon is incredibly easy to use. Indeed, from the retailer's perspective, it is a click and collect solution.

Selecting a title from Lantia's online catalogue, a shop assistant can send a book directly to print. Other than replenishing paper, no manual intervention is required. Neatly finished books are produced ready to go.



## THE FINAL MILE

The Dragon has generated a huge amount of media interest. A local news story was picked up by a television channel and went viral, making the Dragon an international story. Lantia has received numerous requests from publishers to join their catalogue and from resellers wanting to install their own Dragon systems.

Describing its advantages, Enrique Parrilla, Lantia's CEO, said: "The Dragon covers the last mile of the book buying experience. It enables bookstores to provide the same number of titles at point of sale as are available online. The Dragon is able to draw from a catalogue of 35,000 titles and create books on the spot within minutes."

"The Dragon is not meant to replace our current operation. We have a professional facility with a lot of Ricoh machines, and we are able to produce thousands of books for global markets. But, for bookstores and other retailers, there is always that last book, the one that is not immediately available from stock."

## ADAPTING TO COVID-19

The Coronavirus pandemic has had a huge impact on Lantia's business, but interestingly the impact is not wholly negative. The virus has forced book buyers online. And, instead of just going to Amazon, they have been contacting publishers and local bookstores. Orders for one-off, digitally printed books have increased by over 400%.

Enrique explained how Lantia has adapted: "The challenge was to find a way to produce books of one, fast. We can receive and produce orders on the fly, but we needed to shave off hours. Runs of 1,000 will probably remain but that is not our growth. Our growth is books of one, delivered directly to the home."

"We had the ability to produce 3,000 books a day, 300 of which were books of one. We have reshaped the business. The focus was on speed and cost, now it is on versatility. We would rather run a comparatively slower press but be able to connect to finishing equipment in a fully automated way, that ensures unattended production."

For Lantia, the Pro C7200x with its fifth colour station and inline binding system is the perfect solution to publishing's short run, digital print dilemma.

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 19.06 billion USD.

For further information, please visit [ricoh-europe.com](http://ricoh-europe.com)

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