

Case Study

Imprimus
Communication services
Commercial and Industrial Printing (CIP)

Leading customer
communications business
Imprimus cuts costs, improves
quality and productivity with
Ricoh technology



With an aging and outdated digital print resource, changing customer demand and opportunities to expand its business offering, Imprimus, a communication services specialist, decided to partner with Ricoh. A new Ricoh commercial digital print solution has seen costs down

25 percent, capacity up 50 percent and improvements in quality and productivity. Also, Ricoh business consultancy is helping Imprimus develop new services, new markets and grow revenue.

Executive summary

Name: Imprimus
Location: Cornwall, South West England
Size: 90 employees
Activity: Customer Communications Solutions

Challenges

- Customer demand for more complex communication services and collateral
- Aging and outdated print equipment threatened costs, reliability, productivity

Solution

- Ricoh digital colour print technology
- Ricoh business development consultancy

Benefits

- Delivers a 25% annual cost saving and 50% improvement in operational capacity
- £30k annual reduction in energy costs
- Increases print quality, reliability and efficiency
- Helps deliver faster, better quality products and services to customers
- Improves profitability and opportunity to offer new services and open new markets

Challenges

Imprimus is a leading provider in the production and distribution of transactional, regulatory and direct marketing communications. The company - originally Postnord Stralfors UK, owned by the Swedish and Danish Post Offices – was acquired by AURELIUS, a German investment group, in September 2016 and branded as Imprimus. It offers a combination of technology driven customer communication solutions, including high quality full-colour continuous and cut-sheet digital printing using both inkjet and toner devices with a range of full integrity machine enclosing solutions and mailroom logistics solutions. Customers include several FTSE 100 organisations and local authorities.

Having the right print technology partners is vital to Imprimus delivering high-quality communication services to its customers. For several years, Imprimus has relied on a long-established provider to fulfil this need, but the technology and print equipment specifically had reached end of life and was starting to impact Imprimus' ability to maintain good services. The equipment was starting to become uncompetitive in today's market and expensive to maintain, needing more time and effort to keep operating. Product quality, reliability and productivity were at risk of deteriorating.

Traditionally, Imprimus has focused on transactional and direct mail applications such as critical communications and billing applications. However, among other organisations in the AURELIUS group are businesses that require high-quality print and complementary communication services. Being part of the group has opened up opportunities for Imprimus to expand and diversify its services including a Print-on-Demand service.

Imprimus undertook a rigorous benchmarking process to find the best cut-sheet print technology and best supplier.



The company looked at all the leading production print providers comparing speed, uptime, productivity, image quality and overall performance, as well as the ability to integrate with existing workflow systems.

Tony Plummer, Imprimus Managing Director, says, "Ricoh came out as the strongest player. Being with one manufacturer for several years meant we had to be absolutely certain that our new partnership would be at least as good, if not better, than the old one, and Ricoh certainly did that across all benchmarks. Then there was the added value that Ricoh brought to the table, particularly some of the features and functions of the Ricoh technology that would enable Imprimus to offer new services and expand its business."

Solution

Imprimus has installed three Ricoh Pro C9110 high-speed, cut-sheet digital colour production presses at its headquarters in Cornwall. The presses come with specialist software to enable a wide range of colour and variable print capabilities. The presses also integrate seamlessly with Imprimus' existing workflow and mailroom systems and applications. The new solution is expected to increase Imprimus' digital print capacity from 9 million impressions to 15 million impressions a year.

Although the digital print technology is capable of delivering high-quality, complex print jobs, it is also simple and quick. Plummer says, "What made Ricoh stand apart from the competition was the ease of use of the technology. Following the install, it enabled us to have several operators trained in a couple of days. Live work was also produced on day two of the installation. We are very pleased with the Ricoh service team who support us in Cornwall; their expertise and proactive attitude to maintenance is very much in line with our own best practice maintenance culture."

Imprimus and Ricoh have established a strategic partnership to support and enhance the new print solution, but also to provide a platform for developing new products, services and markets.

Benefits

The new solution has provided Imprimus with several significant benefits, from improvements in operational performance and quality, through to cost savings, better customer services and new business opportunities. The Ricoh solution is also delivering a significant reduction in energy use.

Plummer says, "The partnership with Ricoh comes at a significant time for Imprimus as it develops and expands its business offering. Ricoh technology is transforming our services by improving quality, productivity and efficiency, while reducing costs and enabling us to use people and

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resources more effectively. It is even saving us £30,000 a year in less energy consumption. But perhaps more important is how Ricoh expertise and technology allows us to develop new services, open new lines of business and increase revenue opportunities.”

Imprimus estimates that through reduced energy use, along with greater flexibility and more efficient processes and operations, the Ricoh commercial digital print solution is helping the company achieve a 25 percent annual cost saving when compared to the previous solution. Because of ease of use, automation and advance colour printing techniques, Imprimus can improve the quality of its print work, especially colour output, without needing to invest in extra training or expertise. Reproduction of images, for example, is sharp, clear and consistent, quality is maintained over long runs and re-prints, and output is indistinguishable from high-quality litho printing. Further cost reduction and flexibility is gained through handling a much wider variety of print stock, including recycled paper.

“One benefit we did not anticipate was a large saving on energy consumption because of the in-built energy reduction features. Ricoh presses operate with reduced electricity and have fast and responsive ‘sleep’ capabilities,” says Plummer.

The company has also seen a significant improvement in productivity. Imprimus is realising up to 50 percent more capacity because the new technology delivers better efficiency, better reliability and less need for manual intervention. These features are helping to make Imprimus print operations quicker, more efficient and able to meet customer demand faster.

One of the key benefits of the solution is Ricoh’s business development consultancy. It is designed to maximise and utilise the capabilities and capacity of the new digital print solution to sell services within the group and develop new lines of business. For example, Ricoh hosted Imprimus’ UK sales organisation at the Customer Experience Centre in Telford where the team learnt about the broad range of innovative applications that digital print technology offers and how this translates into developing and bringing new services to market.

Ricoh Solution/Products

- Ricoh business development consultancy
- Ricoh Pro C9110

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Tony Plummer, Managing Director, Imprimus

imprimus
Customer Communication Solutions