



Innovative technology allows Sboraka.ua to explore new markets

Powerful web to print portal

Sboraka.ua, based in the Ukraine, is a successful web to print business. The company provides fast turnaround, high quality offset, digital and large format print services for a growing client base, which includes advertising agencies, public utilities and commercial businesses.

Sboraka.ua's powerful web to print portal streamlines the order and production processes. And, to ensure that their print collateral stands out, Sboraka.ua's clients are encouraged take advantage of innovative creative techniques, such as neon printing and spot lamination.

Ricoh production platform

Sboraka.ua initially outsourced production to another company but in 2014, with its web to print business booming, Sboraka.ua established its own production facilities. Strategic investment in state-of-the-art technology allowed Sboraka.ua to differentiate and add value to its services.

Ricoh's sheetfed digital production platform was selected by Sboraka.ua for its exceptional print quality and productive performance. The fleet, which now includes a Pro C9200 and a Pro C7200x, is ably supported by Ricoh's partner, Megatrade, and produces more than four million colour impressions a month.



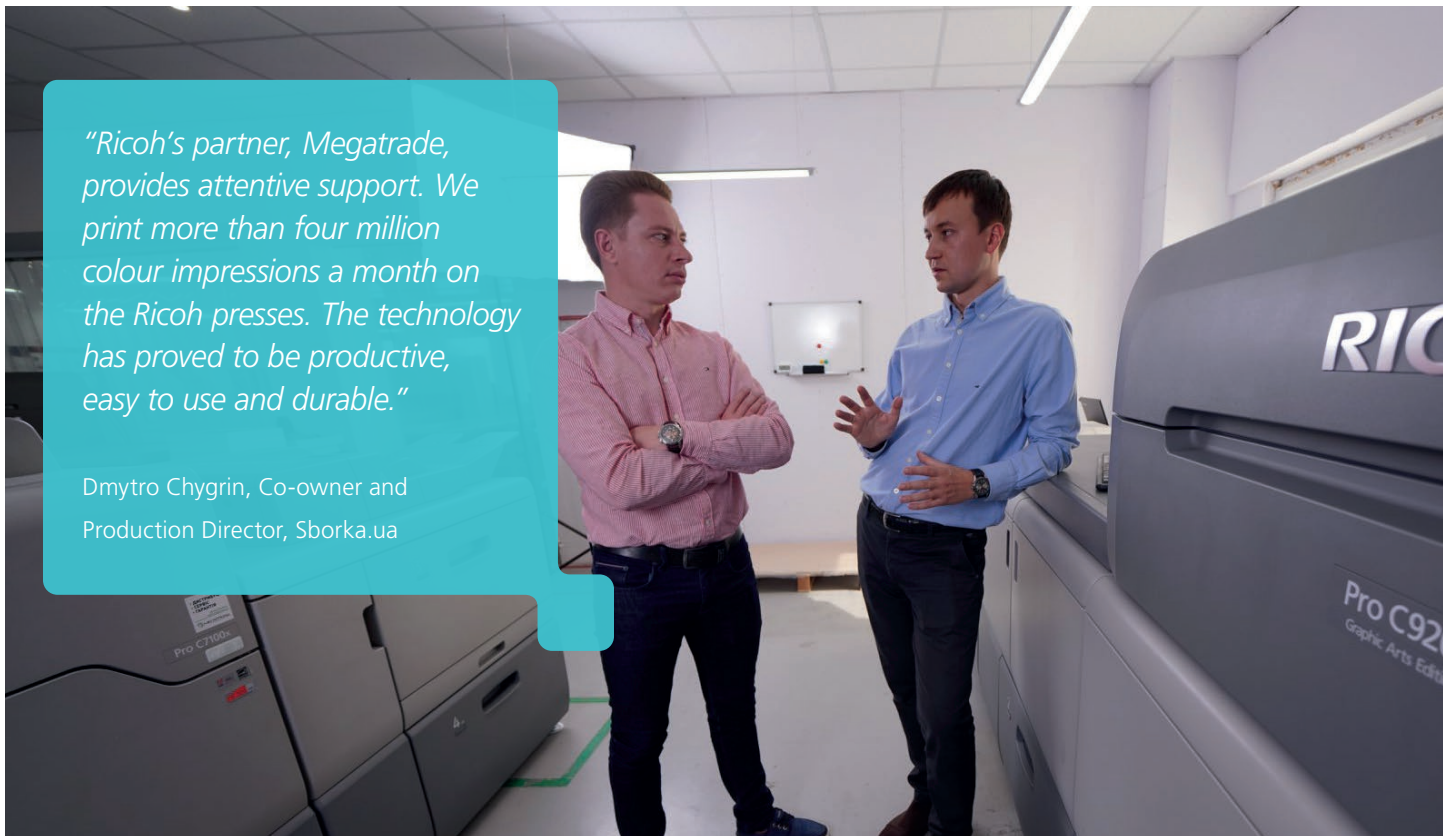
4 million

colour impressions a month

"High quality printing, perfect front to back registration and excellent adhesion to different media, including laminates, were key benefits for us when choosing Ricoh."

Dmytro Chygrin, Co-owner and Production Director, Sboraka.ua

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Offset print quality

The move from outsourcing to production was a major step for Sborka.ua. The investment in people, premises and equipment was considerable and it was essential to select the right partner. Megatrade took Sborka.ua to Ricoh's European Customer Experience Centre in the UK, where they saw Ricoh digital technology in operation.

Business owners, Dmytro and Sergiy Chygrin, were impressed. Ricoh's technology stood out and it was clear that Ricoh and its partner Megatrade could be relied upon for attentive support. Sborka.ua recently purchased a Ricoh Pro C9200 colour sheetfed production press which produces digital output of offset quality at express speed.

Fifth colour station

Success breeds success and, with its order book growing, Sborka.ua expanded its production facilities. The company now has seven Ricoh presses. The most recent addition, a Ricoh Pro C7200x press, allows Sborka.ua to differentiate its services by adding a fifth colour, such as a white background layer, neon graphics or a clear varnish motif to print output.

The decision to invest in Ricoh technology proved to be inspired. Ricoh's innovative technology allows Sborka.ua to push boundaries; exploring new applications and expanding into new markets. The equipment has, moreover, proved to be utterly reliable, and with Megatrade providing first class support, the production facility operates around the clock.

Ricoh production fleet:

- Pro™ C9200, Pro™ C9110 and 2 x Pro™ C9100
- Pro™ C7200x and Pro™ C7100x
- Pro™ 8200s