



CASE STUDY:

Stunning backlit graphics produced on a Ricoh Pro L5160

Ricoh's eco-friendly latex print solution proves perfect for a variety of indoor and outdoor applications.

PROFESSIONAL PRINT SERVICES PROVIDER

Ricoh's customer is one of the largest print services providers in the United Arab Emirates. The company employs the latest production technology, including state of the art offset and digital presses, flatbed UV printers, cutters and fabricators, to produce high quality, affordably priced print solutions for its clients.

The company's portfolio includes corrugated stands, pop-ups, pull-ups, gondolas, shelf strips, posters, books, magazines, newsletters, calendars, door hangers, greeting cards, envelopes, letterheads, business cards, menus, presentation folders, rack cards, sales sheets, flyers, tent cards, danglers, and shopping bags.



Backlit menu printed with Ricoh Pro L5160

DEMANDING CUSTOMER REQUIREMENTS

Ricoh's customer was invited by a well-known coffee shop chain to tender for the supply of thousands of bespoke backlit advertising panels. Installed behind the counter in the chain's coffee shops, the branded panels would be used to present seasonal beverages, promote special offers, and display menu choices.

Print quality, speed of service and affordability were identified as key decision factors. The graphics would need to comply with the client's global brand standards. And, with thousands of franchised locations to support, and regular campaign updates to implement, speed of turnaround and unit pricing would be critical.

The coffee chain also threw in a curve ball. To meet its longstanding focus on sustainability, and ensure safe indoor use, the coffee chain wanted the backlit panels to be produced using solvent-free inks. The print services provider needed to find a productive and cost-effective alternative to its conventional solvent-based print technology.

Designed to streamline the production of indoor and outdoor media, the Ricoh Pro L5160 uses odourless and quick-drying GREENGUARD certified latex inks.





LATEX PRINTER TICKS ALL THE BOXES

The company's technology partner, Giffin Graphics, helped the print services provider evaluate alternative solutions. The Ricoh Pro L5160 stood out, producing high quality, colour-matched graphics more productively than other systems. Significantly, given the cost concerns, it also proved capable of printing onto non-branded media.

Designed to streamline the production of indoor and outdoor media, the Pro L5160 uses odourless and quick-drying GREENGUARD certified latex inks. Printing at speed onto a range of substrates, the Pro L5160 can be used to produce backlit panels, window graphics, posters and signage, vehicle wraps, and customised packaging.

Ricoh's GREENGUARD certified latex ink technology was perfect for the application. It would allow the print services provider to produce high quality, eco-friendly backlit panels, quickly and affordably. Print samples submitted to the coffee chain were quickly approved, and with pricing agreed, the company made the decision to invest in Ricoh technology.

Giffin Graphics installed a Pro L5160 in the print services provider's production centre. The device was immediately turned over to the production of backlit panels for the coffee chain. Operating around the clock, the Pro L5160 met the coffee chain's initial order of more than 2,000 backlit graphic panels in under two weeks.

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IMPRESSIVE QUALITY, PRODUCTIVITY AND VERSATILITY

The coffee chain was more than satisfied with the quality of the finished panels. The brand's distinctive colours were reproduced perfectly, and the graphics really stood out when lit from behind. The coffee chain has since placed several repeat orders with the print services provider, tweaking the graphics to promote seasonal beverages and offers.

A ColorGATE production RIP, provided free by Ricoh with the Pro L5160, makes it easy for the print services provider to set up new/ revised print jobs. The professional print application streamlines image processing, increasing productivity, and ensuring that full colour consistency is maintained across all of the branded panels.

The print services provider's staff have been impressed with the easy operation and reliable performance of the Pro L5160. The printer does not need close supervision, its piezoelectric printheads are highly durable, and it has an automated self-clean function which ensures that very little time is lost to maintenance.

The Ricoh Pro L5160 is now used by the company to produce a variety of additional work. Using white ink as a fifth colour, the print services provider is able to produce high impact window graphics and other eye-catching materials. Indeed, the Pro L5160 has quickly established itself as the company's go-to solution for large format printing.

Using white as a fifth colour, the company produces high impact window graphics and other large format display materials on the Ricoh Pro L5160.



ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter. With cultivated knowledge and organisational capabilities nurtured over its 85 years history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

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 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).

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