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Case Study

CPO
Production Print
Not-for-profit print services

Charity printer enjoys seamless, risk-free switch to latest Ricoh digital production print technology



When CPO partnered with ASL to replace its existing production print technology with Ricoh's flagship digital colour production press, it delivered a first-class, modern print capability that improves

quality and flexibility. It was so good that in a blind test a competitor preferred the Ricoh print sample to those from its own press.

Executive summary

Name: CPO (Christian Publishing & Outreach)
Location: Worthing, West Sussex
Size: 40 staff
Activity: Not-for-profit publishing

Challenges

- Existing technology unsuitable for developing needs
- High cost of like-for-like replacement
- Relocation to new production site

Solution

- Smart Print consultancy and implementation service
- Ricoh digital colour production press
- Relocation to new production site

Benefits

- Seamless and risk-free switch from 18-year incumbent-supplier to Ricoh
- Delivers huge improvement in print quality, efficiency,-flexibility
- Automates and cuts daily manual process from 2 hours to seconds with Enfocus Switch and Ricoh Press

Challenges

CPO (Christian Publishing & Outreach) is a not-for-profit, charity-registered business set up in the 1950s to provide print and related products and services to the UK church community. This includes posters, banners and cards for churches of all denominations. The organisation also designs, prints and distributes several church-related outreach materials, publications and magazines. It produces around two million impressions each year. CPO has two sites in south east England at Brighton and Worthing where the head office and print operation is located.

A move to CPO's new Worthing location and an increase in customer demand prompted the business to look at its production print resources since it had several aging printers. It was impractical to take one of its old devices to the new office and CPO was struggling to justify the cost of upgrading to the latest generation of products.

CPO researched other options on the market and brought in ASL, a Ricoh business partner and digital print specialist, to help evaluate a selection of products. CPO had heard good things about the Ricoh technology and liked the solution that ASL put together around Ricoh's production press equipment. Despite being offered some very competitive deals from other print suppliers, CPO decided on the Ricoh Pro C9200 as its flag-ship production printer.

Paul Arkinstall, Head of Production at CPO, says, "I was very impressed with the build quality of the Ricoh equipment. It's a bit like a tank and has been nick-named the mini sub. We also liked the fact that the Ricoh Pro C9200 supports such a broad range of paper stock. With some digital printers in the past, we had struggled with the type of print substrates we could use, but with Ricoh it is good at running pretty much any type of stock you throw at it."



Solution

CPO is using a ASL and Ricoh Production Print solution comprising Ricoh's latest digital cut-sheet press, management and workflow software and a specialist poster printer from HP.

Ricoh's Pro C9200 series of digital printers has a modular design so inline feed and finishing options can be adapted to meet specific customer needs. It has several key features that make the Pro C9200 one of the market leaders in its class including print quality comparable to offset; full engine speed maintained even at media weights up to 470gsm; and extensive media support including textured, envelopes, and translucent stock.

ASL helped CPO develop a print management and workflow application based on Enfocus Switch software. This has enabled CPO to replace several manual operations with automated processes. CPO holds limited product stock, so it prints to order. That means jobs coming into CPO need to be processed and sent to production quickly. Particularly during the busy Christmas period, this used to take one person, two hours a day to process. The new print management application now does this automatically in seconds.

Arkinstall says, "This kind of automation is saving CPO a massive amount of man hours in manual repetitive processes. It is already helping us get ahead of the Christmas rush."

Alongside the Ricoh press, ASL also supplied a highspeed wide format inkjet poster printer from HP to provide CPO with a best of breed solution.

Throughout the whole project, ASL provided advice and support as well as implementing the equipment and software. ASL is also managing an on-going support service backed up by Ricoh engineers.

Benefits

The ASL and Ricoh solution has given CPO a firstclass, modern print capability that improves output quality, saves time and provides the technology to offer customers more innovative print products.

"Digital print technology moves ahead in leaps and bounds, and you can see that in the latest Ricoh production print innovations. We found that, in its class, only one other manufacturer came close to the quality of the Pro C9200. The rest aren't coming anywhere near it. In a blind test we compared samples from the Ricoh Pro C9200 with another press. Embarrassingly for the salesman, he preferred the Ricoh samples to those from his own product," says Arkinstall.

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Case Study CPO

There are several features of the Ricoh press that have struck CPO. Arkinstall says, "We've been very impressed with the output quality of the Ricoh press which is dead flat and static free which makes a real difference to improving the finishing process. Often with heat you get paper curl and creasing which wastes time and can cause problems for guillotining, creasing and other processes."

The range of stock that the Ricoh press can handle is much broader than many other devices on the market. While CPO is still getting to understand the capabilities of the Ricoh technology, it expects that this kind of benefit will help the organisation introduce new products into its portfolio based on unusual stock and more complex printing processes.

CPO also likes the environmental benefits of Ricoh and its print technology. The organisation has noticed a significant reduction in power consumption by the Ricoh Pro C9200 compared to similar devices. Although not used yet, CPO is looking forward to Ricoh's returns service like taking back used toner bottles, which CPO has had to manage itself in the past because other supplies have not offered it.

Having been exclusively with one supplier in the past and familiar with its quality of service, CPO had been a little anxious about having its flag-ship press with a different supplier. However, very quickly this was dispelled by the quick, efficient and excellent support CPO has received so far from Ricoh and ASL.

Arkinstall says, "Christmas is a critical business period for CPO, and we go through an awful lot of toner. But it can be a bit risky if you're with a new manufacturer with whom you're not familiar. It can take a year for a printer manufacturer to understand how a business works and, in the past, we've had problems getting what we need. But with Ricoh we've not experienced that, and consumable supply has been great."

Ricoh Solution/Products

- Ricoh Pro C9200
- Enfocus Switch software
- HP Pagewide banner printer
- ASL consultancy services

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