



making work flow



Case Study

Twenty10 Digital
Production Print
Commercial Printing

Commercial printer replaces Indigo technology with Ricoh, drives increase in new business



Increasing demand from customers for more distinct and impactful print collateral, meant commercial printer Twenty10 Digital needed to broaden its product offering. Following in-depth consultation

with Ricoh business partner ASL (at the time branded SmartPrint), Twenty10 decided to replace an existing HP Indigo printer with Ricoh technology. This has delivered a 'step-change' in digital print capability.

Executive summary

Name: Twenty10 Digital
Location: Northampton, UK Midlands
Size: 5 staff
Activity: Commercial Printing

Challenges

- Constrained growth with existing digital print equipment
- Customers demanding more innovative, impactful collateral
- Existing print technology lacking features and capabilities like print on modern paper/media stocks
- Capacity to handle more jobs in a shorter time period

Solution

- Ricoh digital print technology replacing HP Indigo
- ASL partnership

Benefits

- Delivers a clear pathway to increase business opportunities and new markets
- Expands portfolio of products and services
- Produces distinctive new metallic and neon colour quickly and easily
- Increases speed, flexibility and efficiency of digital print processes



Challenges

Twenty10 Digital is a commercial printer in the heart of the UK Midlands serving local businesses and organisations, as well as leading brands such as Royal Ascot and the National Gallery.

Twenty10 has developed a reputation for providing its customers with a range of high-quality design and digital print services. Key to this has been its investment in the best and most up-to-date technology. However, the company had noticed that customers were starting to expect and demand evermore complex and challenging print work. This was being driven by customers needing to find more innovative, distinctive and eye-catching ways to present their products, services and brands.

Paul Riley, Managing Director of Twenty10 Digital, says, "Digital print technology is now so good that it is able to produce a quality, flexibility and complexity unheard of only a few years ago. That has also fuelled demand for more vibrant, stylistic and unusual finishes like neon and metallic. But there isn't a lot of digital print equipment on the market capable of producing this kind of work efficiently and at the quality customers expect. If you can get it right, the results are striking, and you can produce some really fantastic collateral. So, the issue for Twenty10 was how could we help our customers achieve this?"

One of the company's two HP Indigo digital presses was due for renewal and one obvious course of action was to upgrade to the latest HP technology. But it was also a chance for Twenty10 to investigate other technologies that might be available.

Twenty10 worked with ASL, a digital print specialist and Ricoh business partner, to select a new solution. ASL recommended Ricoh digital printing technology.



Instead of upgrading its aging HP Indigo printer, Twenty10 took the decision to replace it with a Ricoh digital colour production printer. The Ricoh Pro C7100 is a digital colour press designed to produce high-quality and complex print work. It supports a full range of scalable, versatile workflow solutions to manage the print run from job submission to output. It can handle an extensive range of media, including new textured media technology, and enables many different applications such as light packaging, demo packaging, direct mail, books, brochures and business cards. It has a print speed of up to 90ppm and can handle media up to 360gsm.

Riley says, "ASL had shown us examples of the kind of print the Ricoh kit could produce which was very impressive. But when we saw the neon colour output, it was a bit of a light-bulb moment."

The deployment at Twenty10 is one of the first in Europe to combine an advanced Ricoh colour digital press with the latest Colour Logic software. This enables Twenty10 to use digital printing techniques to produce 250 different metallic colours accurately, to a high standard. This, combined with the recent expansion of Ricoh's neon toner palette, means Twenty10 can help its customers produce unusual and distinctive material.

Working in partnership with Ricoh, ASL installed the new print equipment at Twenty10, provided customised training and is managing an on-going service comprising consumable supply and equipment support should it be required.

Riley says, "Even before we'd made any purchase, the time, effort and expert advice that ASL provided was a huge help in enabling us to evaluate all the different technologies and choose the solution that was a best fit for our business. And this didn't end after the sale, because ASL then suggested and managed on our behalf, an open day in our print shop to showcase, to our existing customers and new prospects, some of the great features of the Ricoh technology."

Benefits

The ASL and Ricoh solution is helping Twenty10 expand the products and services it can offer to customers and is also enabling the company to open up new markets and win new business.

One new customer that, previously, Twenty10 would have found it hard to serve, is a premium level design agency. Twenty10 is now using the capabilities of the Ricoh technology to provide the customer with a portfolio of work including metallics and neon colour output, including very bright orange.

continued overleaf

Case Study Twenty10 Digital

"The new Ricoh press and support we've had from ASL has been a step change for Twenty10. Our customers are under pressure to differentiate brands and produce more creative, striking collateral and now we have the technology to meet that demand. We're enabling existing customers to do more, but we've also opened new markets and opportunities that I think we would have struggled to win previously," says Riley.

One of the key features of the Ricoh technology is bringing together the short-run, fast-turnaround and variable-print benefits of digital technology with the high-quality and complexity of traditional printing techniques. This, with the addition of new metallic and neon colours – as well as handling a wide range of stock types, sizes and weights – allows Twenty10 to offer customers high-quality, flexible and distinctive work faster.

The solution is expanding the scope and type of digital print work Twenty10 can produce. Because the Ricoh press

can handle stock larger than many digital printers, Twenty10 can print unusual documents - like A4 landscape brochures that high-end estate agents use - and include a broad range of neon and metallic colours. The Ricoh press will also accept a wide variety of stock types and weights including synthetics, coated and uncoated stock and substrates that do not need to be pre-treated.

Another feature of the Ricoh Pro C7100 is producing unusual colours and finishes quickly and easily. For example, unlike other digital presses, the printer reduces significantly the number of times a sheet has to go through the device to achieve a particular metallic finish.

Ricoh Solution/Products

- Ricoh Pro C7100
- ASL consultancy, installation & support services

"The new Ricoh press and support we've had from ASL has been a step change for Twenty10. Our customers are under pressure to differentiate brands and produce more creative, striking collateral and now we have the technology to meet that demand. We're enabling existing customers to do more, but we've also opened new markets and opportunities that I think we would have struggled to win previously."

Paul Riley, Managing Director, Twenty10 Digital

twenty10
digital