



CASE STUDY:

New options with the Ricoh Pro™  
TF6250 UV flatbed printer

**designreich**  
Beschriftungen

More applications and process optimisation with the Ricoh Pro TF6250 UV flatbed printer.

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## COMPANY & CHALLENGE

The creative advertising technicians at Designreich specialise in processing and printing on panels, film and other materials for various advertising products, including all types of signage and displays. They create complete lettering concepts from A to Z and implement their clients' ideas by combining their creativity with advertising techniques.

To this end, Designreich has recently begun using the Ricoh Pro TF6250 UV large format flatbed printer. Gino Bonafini, founder of BONAFINI Color Communication, a certified Ricoh dealer skilled and focused on sign and graphics-rich flatbed print products, was responsible for advising and handling the ordering of the Ricoh Pro TF6250 machine.

For Designreich there were two reasons to add the UV flatbed printer to its printer fleet: saving time and saving costs. For economic and sustainability reasons, printing is no longer carried out on film, which is then glued on to signs or panels. This results in significant material savings for the company. In addition, the new system saves time in post-processing and in preparing the printed material for mounting.

“Thanks to our Ricoh Pro TF6250 printer we are more flexible and have improved the efficiency of our order management. We have also been able to expand our services to include printing on packaging and promotional items for example.”

*Nicole Zimmermann, Co-director*



## SOLUTION

Designreich was able to test the Ricoh Pro TF6250 extensively during a test phase lasting four to five months. Gino Bonafini gave the company several opportunities to carry out its own test prints on the Ricoh Pro TF6250 in his showroom in Jegenstorf before making the purchase. The technical advice and support in the Bern region were important factors in persuading Designreich management to choose Ricoh. Gino Bonafini was always available to answer questions and offer assistance with the first jobs on the new machine.

## BENEFITS

As a result of the Ricoh Pro TF6250 printer, the advertising technicians from Designreich are much more flexible and can process a broader range of jobs more efficiently. It is now possible to switch to digital cutting immediately after printing, thus saving time during the drying phase. Co-Director Nicole Zimmermann also appreciates the machine's excellent white print coverage.

The Ricoh printer means that Designreich is now in a position to expand its range of services to include printing on packaging and various promotional items. Using Ricoh UV print technology, the company can now print onto a wide range of materials, from common sign and display substrates to packaging materials. Since Designreich has also been able to save a considerable amount of time in its sign printing operations, the company is extremely pleased with its investment.

# ABOUT RICOH

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With cultivated knowledge and organizational capabilities nurtured over its 85-year history, Ricoh is a leading provider of digital services, information management, and print and imaging solutions designed to support digital transformation and optimize business performance.

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 2022, Ricoh Group had worldwide sales of 1,758 billion yen (approx. 14.5 billion USD).

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