



CASE STUDY:

Leading think tank goes green, and cuts production times and costs with Ricoh



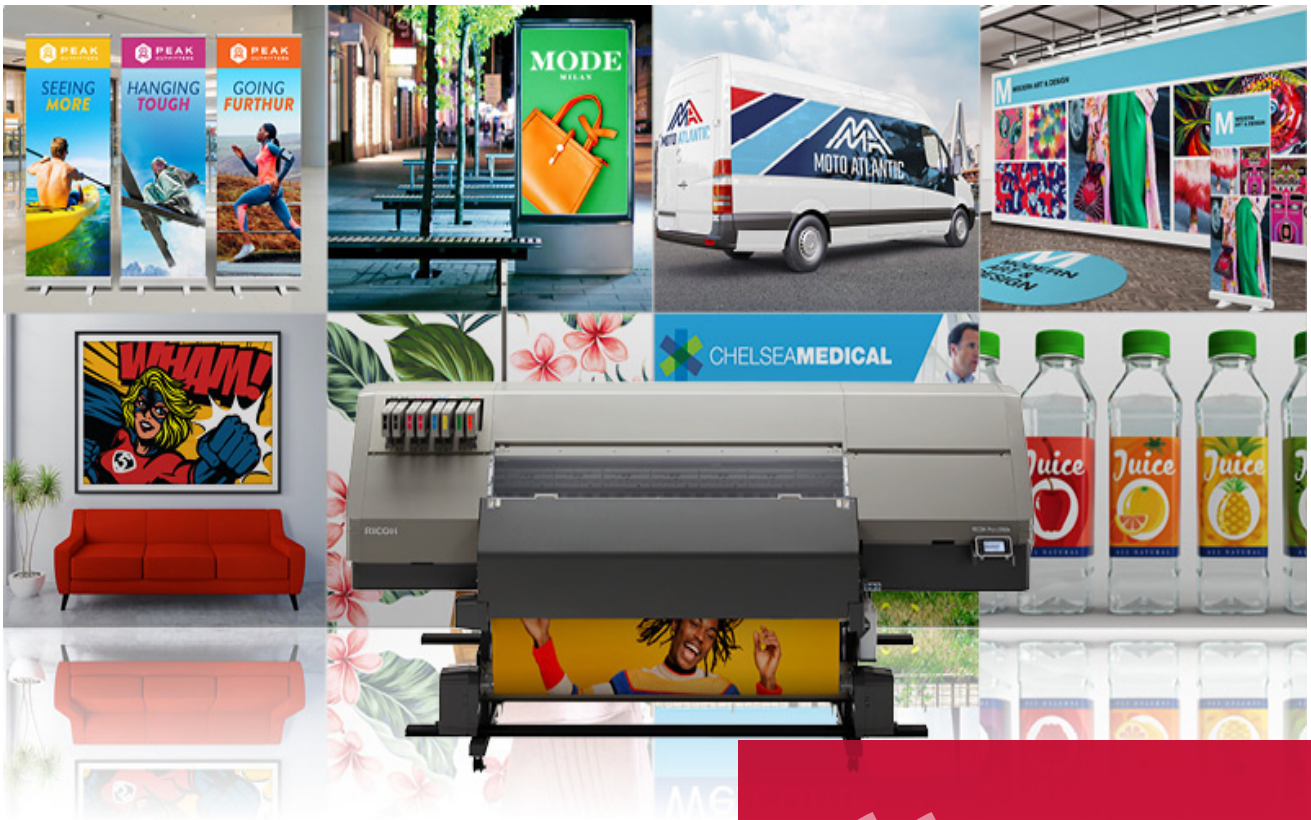
With the RICOH Pro™ L5160e, the Egyptian Cabinet Information Decision and Support Center brings large format production inhouse and improves sustainability, service flexibility, and efficiency.

## COMPANY & CHALLENGE

The Egyptian Cabinet Information Decision and Support Center (IDSC) is one of the most distinguished think tanks in Egypt. Founded in 1985, the IDSC performs research and analysis into key economic, social, and political issues to help drive national development, focusing on digital transformation, environmental sustainability, and community inclusion.

The IDSC publishes research papers, pamphlets, and books, and organises exhibitions, conferences, and seminars for the discussion of emerging trends and new ideas. To promote and publicise its events, the IDSC prints large format banners, signs, and graphics. With limited capacity at its inhouse print shop, the IDSC outsourced production to third party service providers, which resulted in higher external costs and comparatively long lead times.

Along with all other government ministries and agencies, the IDSC recently relocated to the “New Administrative Capital,” just outside Cairo. With more floorspace available in the new premises, the IDSC decided to bring large format production inhouse.



## SOLUTION

For printing booklets and reports for government agencies, IDSC previously worked with Ricoh business partner Integrated Office Systems (IOS) to deploy a RICOH Pro™ C7210 colour sheetfed device. Based on that positive experience, the IDSC engaged IOS for help to insource large format print production. After assessing specifications and environmental performance, the IDSC selected the Pro L5160e printer, with Ricoh's aqueous resin latex inks and ColorGATE Productionserver colour management software.

Engineer Taher Shawadfy explains: "The Pro L5160e met all our requirements for large format printing, including media flexibility and quality. And Ricoh's unique water-based latex ink formulations will help us to operate as sustainably as possible."

The IDSC worked with IOS to install the Pro L5160e in its print shop at the New Administrative Capital, including calibrating ICC colour profiles and delivering user training. IOS will provide continuing after sales support services and keep the IDSC stocked with inks and other consumables.



We wanted a large format device that would enable fast printing of high quality graphics on various media for indoor and outdoor applications. It was also essential that we used an eco-friendly and energy efficient technology to support the Egyptian government's 'Go Green' sustainability initiative.

*Engineer Taher Shawadfy, Manager of the Department for Computer Resources*





With the Pro L5160e complementing our Pro C7210, we have created a one stop shop for all our printing needs, and those of our government partners. We can prepare everything from books and research pamphlets to event graphics without the cost and complexity of outsourcing.

*Engineer Taher Shawadfy,  
Manager of the Department for Computer Resources*



Today, the IDSC uses the Pro L5160e to print indoor and outdoor applications such as exhibition signage, posters, and banners on paper, textile, and vinyls. The IDSC uses the device in four colour CMYK mode, plus the option for five or six colour printing with the addition of white, orange, or green inks. The automated cleaning system makes maintenance easy and keeps the print heads in top condition, while the aqueous resin latex inks remove the need for the costly ventilation systems that solvent-based inks require.

Taher Shawadfy adds: "IOS and Ricoh have provided an excellent end to end solution, from consultancy and delivery of the printer and management software to ongoing support. We now benefit from a highly efficient inhouse production workflow for all of our large format workloads."

## BENEFITS

With IOS and Ricoh, the IDSC has successfully transformed its printing capabilities. The think tank no longer waits for third party service providers to prepare large format work, while Ricoh's fast drying aqueous resin latex inks help to ensure rapid production times for banners, signs, and other event graphics. The Pro L5160e also enables the use of a wide range of media substrates, enabling the IDSC to move beyond paper and card and experiment with new substrate possibilities.

Similarly, the use of Ricoh's fifth generation piezo print heads in the Pro L5160e ensures clear, vibrant graphics and text, and their robust, durable construction ensures long service life and minimises the need for costly replacements.

The partnership with IOS and Ricoh means that the IDSC is on course to achieve its environmental sustainability objectives.

The Pro L5160e operates at a much lower temperature to cure inks than many other large format devices, helping to reduce energy consumption. Furthermore, Ricoh's aqueous resin latex inks carry a Greenguard Gold certification awarded for their extremely low volatile organic compound (VOC) emissions.

The Pro L5160e also enables the IDSC to offer other Egyptian government agencies and ministries a wide range of production services, including flexible print on demand. The Ricoh device makes it easy for the IDSC to manage and complete short print runs rapidly and efficiently.

Taher Shawadfy concludes: "With the Pro L5160e complementing our Pro C7210, we have created a one stop shop for all our printing needs, and those of our government partners. We can prepare everything from books and research pamphlets to event graphics without the cost and complexity of outsourcing. With IOS and Ricoh, we have built a first class print shop based on highly productive and eco-friendly processes."

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## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere. With cultivated knowledge and organisational 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 optimise 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). For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)

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