



CASE STUDY:

El Amiriya Press transforms its digital printing and adds sophisticated security capabilities



El Amiriya Press serves multiple government departments with rapid production of high security printed papers using RICOH Pro™ C7210X digital press technology and FusionPro VDP software.

COMPANY & CHALLENGE

Established in 1820, El Amiriya Press is the first official and governmental printing press to be established in Egypt. The first task was to provide essential training manuals and paperwork for the Army. The Press soon diversified into book printing: the first was about silk dyeing, then the book of Golestan Saadi in 1828. El Amiriya Press now supports a wide range of government services, including the Presidential Office, The Prime Minister's Office, The Education Ministry, and more.

El Amiriya Press serves multiple Egyptian government departments, providing high volume, rapid, and secure print services. For example, the Press is responsible for printing examinations and schoolbooks for the Ministry of Education, and for confidential papers, briefing documents, and all kinds of pamphlets, booklets, and brochures.

As well as operational tasks, El Amiriya Press acts as a centre of excellence for printing and publishing in Egypt and the Middle East. The objective is to showcase innovative and creative capabilities, and to deploy new technologies – all while developing local skills to drive economic success locally, regionally, and globally.



To augment its traditional offset print operations, the Press had introduced digital printing devices to provide new fast production services. However, while the flexibility and speed of digital print offered fresh options for government departments, the Press struggled to obtain suitable service and support from the device supplier.

“We learned a great deal as we added digital printing to our service mix,” comments Ashraf Emam Abdel Salam, Chairman. For example, we were able to provide the Ministry of Finance with very fast turnaround of sensitive documents in a way not possible with traditional print. But as the machines were ageing, availability gradually declined, and the supplier was unable to ensure reliable service for maintenance and spare parts. We risked missing deadlines that we had promised to our customers, or had to outsource jobs to local commercial printers. At that point, we decided to refresh our digital printing capabilities, and looked for possible solutions and partners.”

SOLUTION

El Amiriya Press engaged with Youssef Allam Group, one of the premier print specialists in the Middle East and Northern Africa region. Following comprehensive research and production demonstrations, El Amiriya selected one sheetfed RICOH Pro C7210X with five colour



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Ashraf Emam Abdel Salam, Chairman



capabilities, and one sheetfed RICOH Pro™ 8320S mono device. Youssef Allam Group provided comprehensive training and configuration services, and completed procurement, delivery, and deployment within four weeks.

"The team achieved remarkable results, and our experience of the Ricoh devices was outstanding," remarks Ashraf Emam Abdel Salam. "In the first month of production, the Pro C7210X had completed more than one million impressions with no maintenance interruptions – all we needed was toner supplies."

The Pro C7210X device includes inline sensors and calibration to help ensure highly accurate registration and colour consistency, meeting El Amiriya's high quality standards. The fifth colour station enables the press to use advanced techniques such as invisible red toner to produce watermarks and security data that is visible only under ultraviolet light, a valuable addition for sensitive and confidential government documentation.

"We use the security features provided by the Pro C7210X for multiple products, such as examination certificates or government papers, to prevent forgery," explains Ashraf Emam Abdel Salam. "These capabilities are new for El Amiriya Press, and enable us to offer innovative products for government clients concerned to protect against counterfeits or copies."

With support from Youssef Allam Group, El Amiriya deployed FusionPro, the premier variable data publishing solution. This solution provides an additional layer of security, as each printed sheet can have a unique invisible red toner design overprinted, allowing trackability of individual pages even within thousands of documents.

BENEFITS

With a population of more than 100 million people, of which around 40% are under 20 years of age, demand for print services is rising fast in a bustling, thriving, growing Egypt.

To meet these always-increasing volumes (and at always shorter delivery schedules), El Amiriya Press now benefits from a remarkable combination: the partnership with Youssef Allam Group, the dependability of service and support, and the advanced capabilities and reliability of the Pro C7210X technology and the Pro 8320S.

"Many government departments familiar with offset printing can now see the benefits of digital production, with lead times reduced from a few days to just hours," explains Ashraf Emam Abdel Salam. "The Ricoh devices give us great new capabilities, and we can see that this attracts new volumes to digital printing."

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Naturally, maintenance and service downtime are major factors when considering the total costs of operation. For regular production, El Amiriya Press now also benefits from the very high availability and reliability offered by the Pro C7210X digital print technology. As a result, the Press can deliver very cost effective digital print for the many government departments that it serves.

“With our former devices and supplier, we were often waiting for toner and parts, or even waiting for technicians to attend,” comments Ashraf Emam Abdel Salam. “With support from Youssef Allam Group, also based in Cairo, engineers are available in a couple of hours, and we have reliable access to supplies at any time.”

As Ashraf Emam Abdel Salam concludes, “The Ricoh solutions enable El Amiriya to meet rigorous quality and security objectives, and, most importantly, help us to continue our leadership for the industry in Egypt. We are truly delighted with the capabilities, reliability, and capacity of the Pro C7210X digital technology”

ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere. 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).

For further information, please visit www.ricoh-europe.com

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