



CASE STUDY:

Bringing a new approach to the Danish print market with bold, striking designs and flexible services



Faprik built a production print business from the ground up and delivered its first orders in under three months with end to end printing and finishing solutions from Ricoh.

COMPANY & CHALLENGE

Headquartered in Denmark, Faprik is a production print startup on a mission to revolutionise the industry with premium quality, innovative services. The company offers a wide range of bespoke printed products, including packaging, business cards, and clothing, as well as catalogues, magazines and invitations, cards, and posters for business clients.

Frederik Mølgaard and Peter Møller founded Faprik with an ambitious goal: to claim the premium sector of the Danish production print market. "For too long, Danish print companies have focused on a standard repertoire of high volume and fairly low quality services," explains Frederik Mølgaard, Co-founder of Faprik. "For instance, it's common for print shops to turn down some requests for customised designs on clothing or other demanding media. What's more, many print companies require customers to request hundreds of copies before they will even accept an order."

Frederik and Peter were determined to offer something very different: a print service that would allow clients much more scope for creativity. Focusing on quality, they aimed to help businesses express their brand identity using bold, vibrant, and environmentally sustainable materials.

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Frederik Mølgaard, Co-founder



To turn this vision into reality and achieve a rapid time to market, the founders looked for a partner that could help set up a print business from scratch. And to drive production efficiency, an integrated solution was essential, covering everything from printing to binding and laminating tools.

"With Faprik, we want to go above and beyond traditional print services and offer customers a richer variety of colour options and media, so they can create unique packaging, products and other branded items," explains Peter Møller, Co-founder of Faprik. "Selecting powerful, reliable, and versatile printing and finishing tools was the first step. We knew that the right technology partner would be key to fulfilling our dream."

SOLUTION

To maximise the creative possibilities available to clients, the founders of Faprik decided to place five colour RICOH Pro™ C7200X devices at the centre of their new production print business. Specifically designed for graphic arts applications, the system provides CMYK colour printing capabilities, plus the ability to print more vibrant and striking designs using gold, white, neon yellow and pink, invisible red and clear toner.

"We knew from the outset that five colour printing would be the best fit for our new venture, as this would provide an exceptional palette for customers to play with in their designs," says Frederik Mølgaard. "We looked at all of the vendors offering five colour print devices and Ricoh was a clear winner."

Alongside the print devices, Faprik selected finishing equipment supplied by Ricoh to form an integrated end to end production workflow. These include Plockmatic stacking, trimming, and booklet making tools, Duplo cutting and binding equipment, an electronic guillotine from IDEAL, and a laminating machine from GMP.

"One of the main advantages of partnering with Ricoh is that they offered an end to end solution covering printers, finishing tools, expert implementation services, and ongoing support," says Peter Møller. "Having one touchpoint for any queries that we have about the devices is really useful as a young business, and the Ricoh team did a fantastic job of helping us get up and running quickly."



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Frederik Mølgaard, Co-founder



BENEFITS

With support from Ricoh, Frederik and Peter have successfully taken Faprik from the drawing board to a fully functioning production print company in under three months. During this time, the company has already worked with multiple clients to deliver a broad variety of creative print projects.

"We're really pleased with how quickly we were able to launch Faprik, and we are proud of the work we have completed so far using the Ricoh devices," comments Frederik Mølgaard. "For instance, we have been talking to the organisers of a popular music festival in Denmark about printing and delivering temporary tattoos. We have run tests to check the durability of the printed tattoos, and the results have been promising. Without the powerful fifth colour capabilities, we simply wouldn't have been able to make the concept work."

Similarly, the Ricoh devices have helped Faprik to offer a

level of flexibility and innovation that few competitors in Denmark can match. "One customer asked us to print a business card on double-sided silver card," says Peter Møller. "We were excited by the idea and reached out to our suppliers, who told us double-sided silver card doesn't exist and can't be made. After experimenting with the end to end solution from Ricoh, we proved that printing double-sided silver is possible, and our customer was delighted with the business cards we produced."

Looking ahead, Faprik plans to continue experimenting with its Ricoh technology to offer a full spectrum of products and services to its clients.

Frederik Mølgaard concludes: "We've made a great start and we're delighted with the sheer volume of customer orders we've received in our first few months. We're at the start of the journey and we look forward to deepening our partnership with Ricoh to bring first of a kind print services and products to the Danish market."

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2023, Ricoh Group had worldwide sales of 2,134 billion yen (approx. 16.0 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.