



CASE STUDY:

Lettershop Raible knocks days off production times for personalised output with Ricoh



Commercial printer deploys the RICOH Pro™ VC20000 continuous feed inkjet printer to offer greater speed and flexibility to clients looking for highly customised marketing communications.

COMPANY & CHALLENGE

Lettershop Raible GmbH & Co. KG is a direct marketing and commercial print service provider based in Pforzheim, Germany. With around 30 employees, the company uses state of the art tools to deliver customised, high quality direct marketing campaigns for small and medium-sized businesses all across Germany.

Many businesses rely on direct mail, special offers, information letters and other marketing materials to attract new clients and keep existing customers informed about products and services. Increasingly, companies are adopting more targeted marketing strategies featuring personalised content to maximise customer engagement and increase return on investment on their direct mailing campaigns. These trends meant that it was becoming ever more important for family-run printer Lettershop Raible to be able to respond quickly and flexibly.

Uwe Raible, CEO at Lettershop Raible, explains: "A customer could order 200,000 direct mailers on Monday, need another 20,000 by Thursday, or request a short run of personalised materials. In the past, we relied on partners for many print jobs, but their offset production processes were often time consuming and expensive. And only when we received the printed materials could we start to personalise content using a separate process."



In recent years, new supply chain and logistics challenges have also increased the risk of delays to customer orders. With many local print partners closing down, Lettershop Raible turned to third party printers based further afield, leading to lengthier transportation times, high costs and carbon emissions.

Moving forwards, the company looked to safeguard and expand its operations, and improve environmental sustainability. "The more steps there are in the production process, the more can go wrong," confirms Uwe Raible. "To deliver faster, reliable and eco-friendly services, we decided to increase our capacity to print personalised content in house — eliminating the risk associated with relying on external partners."

SOLUTION

To expand its service offerings and boost its in-house printing capacity, Lettershop Raible installed a RICOH Pro VC20000 continuous feed colour inkjet printer. "The Pro VC20000 is a modern, digital inkjet printer that offers everything we need," says Uwe Raible. "The system is compact, versatile and simple to use. It gives us the flexibility to complete long and short print runs at high speed, and enables us to create direct mail as well as many other personalised marketing materials for our clients."



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Lettershop Raible has been impressed by the high service quality and commitment from Ricoh. "The Ricoh team supported us very well throughout the entire process," adds Uwe Raible.

"Experienced technicians helped us to set the Pro VC20000 up on our shop floor. The Ricoh team also helped us with the initial configuration to ensure we can make the best use of the new and powerful inkjet solution."

Extensive training workshops for key staff were also part of the overall service package. And as the team at Lettershop Raible gets to know the capabilities of the Pro VC20000 better, the Ricoh team continues to deliver hands-on guidance while production volumes are ramped up.

"Working with Ricoh has been a great experience," comments Uwe Raible. "Our main contacts have remained the same since our initial engagement; they really understand our business and our needs. I've been impressed by the dedication of the Ricoh team – they don't just want to sell their product, they continue to look after us, helping us to optimise the performance of the Pro VC20000 for our business and customers."

BENEFITS

With the Pro VC20000, Lettershop Raible can offer customers more flexibility and deliver targeted marketing materials faster than ever. "In the past, we had to wait at least two days before

we received prints from our partners to start personalisation," explains Uwe Raible. "Today, we can start the print run as soon as we receive data from the customer. This means that customers can spend more time optimising their campaign before submitting the job for printing."

Using the Pro VC20000 to print large volumes in colour in-house also removes the coordination time and costs of engaging external service providers. "From start to finish, using an integrated process with a digital inkjet solution saves us time and increases efficiency," says Uwe Raible. "For example, with the Pro VC20000 we can print multiple jobs without having to change paper roll, which minimises interruptions to production."

The engagement with Ricoh has also helped Lettershop Raible to reduce business risk. "This is a proactive and strategic move to future proof the business," adds Uwe Raible. "We control more steps of the production process, which allows us to streamline and optimise the whole workflow. Plus, as we no longer need to transport printed output from third parties to our site, we are minimising our environmental impact and that of our clients."

Lettershop Raible is also confident that it will be able to win larger clients that need higher volumes and more customisation. "Sometimes, we simply could no longer bid for

jobs that required more advanced personalisation,” says Uwe Raible. “Now we’re back in the running and can offer new solutions to expand our business.”

Uwe Raible continues: “Building on our strengths, we’re keen to work closely with our customers and help them increase the effectiveness of their campaigns further. Our new Ricoh printer gives them new opportunities to stand out and attract new business. Consumer expectations change, and in a digital age people expect paper mailings and marketing communications to be more personalised. That’s exactly what we can offer now – individualised colours, logos and designs that make a difference and strengthen customer loyalty and a brand’s reputation.”

The company also plans to partner with other service providers that use Ricoh solutions; for example, exchanging data and jobs dynamically with a goal to grow together and maximise utilisation of print equipment.

Uwe Raible concludes: “We have big plans and ambitions with our Pro VC20000. Once we’ve convinced existing customers to take advantage of the new capabilities, we will consider replacing our current mono inkjet printer with another colour device from Ricoh to support further business growth.”



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.

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