



## CASE STUDY:

# German print powerhouse transforms to agile, high speed digital production with Ricoh



With the RICOH Pro™ VC70000 and integrated finishing from Tecnav, Sattler Media Group achieves end to end print automation and elevated productivity and efficiency, and delivers responsive client services.

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## COMPANY & CHALLENGE

Headquartered in Hornburg, Germany, Sattler Media Group GmbH is an award-winning print service provider that specialises in the production of advertising and marketing materials. Operating from four locations in mid-Germany, Sattler has more than 500 employees and produces everything from direct mail and newspaper inserts to magazines, catalogues, brochures, and corporate stationery for domestic and international clients.

A print powerhouse for 50 years, Sattler Media Group today aims to build a robust business model to maximise profitability well into the future.

The company operates in the fiercely competitive German direct mail market, where clients demand high quality customised materials delivered with ever shorter lead times. For Sattler, high levels of agility and productivity are essential to handle the pressure and achieve lasting success.

To produce individualised direct mail and catalogues, Sattler previously employed traditional offset printing. The complex, multi-step workflow included manufacture of the physical printing plates, completing the print runs, personalisation using separate systems, and finally moving output to the finishing line. Meeting client expectations for rapid turnaround times with this lengthy process was becoming increasingly difficult.



In response, Sattler targeted a new approach, transferring direct mail production to digital printing to increase efficiency, speeds, and flexibility. On top of this, the company looked to create a streamlined production pipeline, with fully integrated tools for paper input, roll management, and post-production work. By replacing the old offset model — with its multiple manual touchpoints — with high levels of automation, Sattler aimed for exceptional output levels, printer uptime, and, ultimately, speed and quality of client service.

But turning plans into reality presented significant challenges. Before it was ready to invest, Sattler wanted to find a high speed digital inkjet solution that would match the low cost per page and excellent print quality provided by its offset devices.



A key parameter for our shift from offset to digital printing was media flexibility. It was crucial to be able to print onto the same range of high quality, lightweight coated papers on the digital device as with offset printing. Speed, quality, flexibility of substrates, and automation: these were the main elements that we looked for in the digital device.

*Christian Haneke,  
Innovation and Solutions Manager*



"We are happy to be one of the first clients to use the RICOH Pro Scanner Option, with built-in AI and machine learning functionality. The solution enables us to document print standards at any point in the production run for ourselves or our clients, and to maintain optimal quality, as well as helping to minimise setup times and improve the overall availability of the RICOH Pro VC70000."

*Christian Haneke, Innovation and Solutions Manager*



## SOLUTION

Sattler turned to Ricoh to realise its vision for highly automated digital production. At the centre of the new production environment, the company decided to deploy the RICOH Pro VC70000 continuous feed digital inkjet press, combined with leading-edge feeding and finishing tools from Tecna.

Arndt-Friedrich Wille, Business Development Manager at Sattler Media Group explains: "We assessed offerings from production print leaders, focusing on the performance of their equipment and their services capabilities. With Ricoh, we were impressed not only by their digital inkjet devices but also their wider solution portfolio and organisation. We felt that Ricoh could deliver great long term value as a partner."

With the RICOH Pro VC70000, Sattler benefits from Ricoh's patented drying technologies, extended colour gamut inks, and latest-generation printheads — ensuring high print speeds and vibrant output. Sattler is also the first European printer to harness the

built-in RICOH Pro Scanner Option, which uses high resolution imaging and artificial intelligence (AI) to monitor and verify output quality. The Pro Scanner Option automatically initiates printhead cleaning and daily warm-up processes, so that the press is fully ready when operators arrive on shift.

Importantly, the Ricoh digital inkjet press allows Sattler to use low cost offset papers, among many other substrates, as Christian Haneke confirms: "With the RICOH Pro VC70000, we can print onto coated and uncoated offset papers, newsprint, and multiple other coated materials, and on a very wide range of weights from 40 to 250 grams per square metre."

The Tecna tools support end to end automation, from roll unwinding to finishing of materials. Sattler is the first printer worldwide to connect the Ricoh press to the Tecna Zero Speed Splicer u40, with auto-splice functionality and 'on the fly' roll changing. Also, the company is the first in Europe to combine the Ricoh solution with the ACE DM1000 DG web cleaner and Tecna Revolution 50 series, Stack 5251L, for cutting and stacking of output.



“We are now considering moving more of our print applications from offset to the digital press, such as catalogue and magazine production. Ricoh is an important partner to Sattler Media Group, helping us to transform our direct mail operations, increase efficiency and productivity, and forge more profitable operations. We look forward to the next phase of the partnership.”

*Arndt-Friedrich Wille, Business Development Manager*

Sattler worked closely with Ricoh to accomplish a seamless installation. Moving forwards, the company will call on Ricoh for continuing maintenance and support services, including assisting with the identification and transfer of other applications from offset to digital production.

## BENEFITS

With Ricoh, Sattler has successfully moved to purely digital printing for personalised direct mail. The combination of high speed digital inkjet printing, inline roll feed and finishing, and enhanced automation has eliminated complex offset and offline workflows, improving efficiency at every stage of the production process. The Ricoh and integrated Tecnav solutions support a three shift operation at Sattler.

The reliability and uptime of the Ricoh digital printer have proved excellent, with print quality more than matching Sattler’s offset equipment. The RICOH Pro VC70000 is the only continuous feed digital

inkjet solution currently available on the market to hold the Validation Printing System (VPS) certification from Fogra, the not-for-profit institute for the printing and media industry, confirming that the device meets the highest standards for colour consistency and quality.

High print availability and speeds translate into major productivity gains for Sattler, helping to lift profitability and ensure faster turnaround times for clients. Where the offset model meant that jobs could take up to a week to complete, the move to digital enables Sattler to print and ship direct mail work within days — improving the client experience and satisfaction. Furthermore, the company can use the Ricoh digital press to support new services, including short production runs of marketing materials with highly personalised text and graphics.

The streamlined production workflow will also allow Sattler to reduce energy and consumables consumption. With power costs rocketing across Europe, the savings will be hugely valuable, while improved energy efficiency will support more environmentally-sustainable production.

Inside Sattler, the investment in digital inkjet technology is helping to develop a strong culture of innovation. The adoption of the RICOH Pro VC70000 and sophisticated automation tools position Sattler as a forward thinking trailblazer among German production printers, and will help to attract and retain talent within the workforce, which has been a longstanding issue for companies throughout the industry.



## 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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