



Flatbed printer enables client personalisation



2,500

Average print run per week

ABOUT GENEXIS

Genexis specialises in developing and producing modems and IT peripheral equipment for home broadband internet via glass fibre. Two important products that Genexis provides are the passive units – units on the wall that ensure the connection of the incoming glass fibre – and the active units that provide the internet, television and telephone in the home. The company has grown into an international player with some 160 staff and head offices in Stockholm, Sweden and Eindhoven, NL. The assembly department is located in Bladel, where all the equipment is tailored to client wishes.

CHALLENGE

Erwin Vermeulen is site manager responsible for Genexis Bladel. As an independent shop-in-shop, his department is housed in participation company KempenPlus, which offers support to some 600 people on the job market. "At Genexis, we ascribe importance to keeping the work we do in the Netherlands. That is possible thanks to the cooperation with KempenPlus." With some 35 outsourced staff, he is responsible for the assembly and distribution of all the passive and active units that Genexis delivers to providers around the world. In doing so, his clients demand tailored solutions. They are also seeking new ways of distinguishing themselves from the competition.



Clients are seeking new ways to distinguish themselves from the competition. The Ricoh Pro TF6251 aligns perfectly with these wishes.

Erwin Vermeulen, Site Manager



SOLUTION

"All units are a standard white unless a client also wants a sticker on it with their logo and phone number. That soon became a lot of stickers! So we went looking for a way to affix those stickers." Initially, Genexis found an external party to which the printing was outsourced. "But the numbers kept on growing, and the delivery times decreased. So, we decided we wanted to be able to do that work in-house too. We spoke to Ricoh about what we make here and how we work. The Ricoh Pro TF6251 meets our needs perfectly."

RESULT

At Genexis, the RICOH Pro™ TF6251 UV flatbed printer is equipped with a specially-designed mould in which the units to be printed on are placed. This allows Genexis to make full colour prints for a maximum of 40 units at a time. "The machine uses Ricoh DG130 Industrial UV inks so that we can package the units immediately," Vermeulen explains. Since the installation and training by Ricoh, production is running five days a week fulltime, often with print runs from 750 to 2000 copies. The interest among clients is growing, Vermeulen remarks. Genexis itself also sees new opportunities. "We are using our client-specific print possibilities to distinguish ourselves in the 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 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD). It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future. For further information, please visit www.ricoh-europe.com

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