



Accelerated growth with a B2 inkjet press



100%

Personalised and on demand

ABOUT YOURSURPRISE

YourSurprise was founded in 2005 in an attic room in the Dutch harbour town of Zierikzee. Under the slogan 'Spread A Little Happiness', the company has grown to become a leading online player in the personalised gifts market. YourSurprise now employs 300 people with an average age of 30. Nico Veenendaal is responsible for Business & Gifts Development. He tells us, "During busy periods, we employ 250 temporary extra staff. Last Christmas, for example, we handled 50,000 orders for personalised gifts every day, ranging from chocolate bars and gift boxes to clothing, glassware, and footballs, with each item customised with a name, text, logo, or photo."

THE CHALLENGE

YourSurprise installed its first RICOH Pro™ C7200 print production systems seven years ago, and began making personalised cardboard packaging on a modest scale. This service grew so rapidly that YourSurprise soon needed to expand both its capacity and its capabilities. Production Manager Bartjan van Damme explains, "We were being held back by the limitations of what we could do, such as the maximum size we could print." Exclusive collaborations with famous brands for personalised packaging—from chocolate and peanut butter to wine and whiskey—increased the need for better print quality. "Colour quality and consistency are becoming more and more important."



The B2+ inkjet press allows us to continue to innovate and accelerate our growth. The machine has surpassed all our expectations.

Nico Veenendaal
Director of Business Development



SOLUTION

Van Damme and Veenendaal were impressed by the potential of the press during a visit to the USA, where they saw the RICOH Pro™ Z75's beta installation at marketing and printing solutions provider Heeter. Veenendaal: "Just the larger B2+ format alone, 585mm by 750mm, gives you scope to develop completely new products, like creating large advent calendars from a single piece of card. And it has a top speed of 4,500 sheets per hour, which means we can always meet demand, even at peak times." Van Damme adds, "That allows us to increase innovation and accelerate our growth." Veenendaal: "So we were really looking forward to the arrival of the Ricoh Pro Z75."

RESULT

"The machine has surpassed all our expectations," Veenendaal says. "It's the perfect solution for our complex and challenging production needs. Just consider this: personalisation means everything we print is a one-off print run but, at the same time, it involves quite large volumes. That demands a machine that starts quickly but runs reliably, so there's very little downtime. However, it also requires a machine that maintains colour consistency, is highly automated, and is easy to operate. And all that also has to be combined with the ability to print B2 format at high speeds. But the Ricoh Pro Z75 B2 inkjet press performs outstandingly across the board."

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).

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