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CASE STUDY:

CreaSign invests in quality, speed, and new opportunities

CreaSign

A major rebuild results in a bright workspace with a new Ricoh Pro™ T7210 UV LED and Pro™ L5160e LATEX at its centre.

COMPANY & CHALLENGE

CreaSign is a small Danish sign manufacturer established in 1976 with a strong focus on good craftmanship and high quality client solutions. Over the years, the team has developed and refined its skills as well as expanded its physical framework as its production capability and expertise has grown.

In response to a growing demand for prints on large plates, the company decided to invest in a new large format flatbed printer at its site in Herlev. The previous printer was 10 years old and becoming more and more challenging to use in day to day production.

SOLUTION

CreaSign opted to install a Ricoh Pro™ T7210 UV LED and Pro™ L5160e LATEX, but the site required refurbishment in order to accommodate them in the space. The team decided to take the opportunity to create the optimal interior design solution, which meant a month and a half of building upheaval and three weeks without a large format printer. This was a challenge that both CreaSign's employees and clients took in their stride and with good humour.

The result was much better than expected. Several smaller rooms in the building became a single, large, bright and inviting production room. The Pro™ T7210 printer sits at the heart of the space at 3.2 x 2.1 metres in size, at the edge of the Pro™ L5160e 1.6m LATEX device with double CMYK ink configuration and three Ricoh Gen5 print heads. The installation took a few days and, after that, all employees went through a four hour safety course and thorough user training.

The machine comes in its standard configuration with 12 of Ricoh's own Gen5 print heads. It can print CMYK as well as varnish, primer, and white.

According to co-owner Kim Carlsen: "It's incredibly easy to use. Fortunately, we have a very enthusiastic apprentice who has become our in-house specialist, so if there is a feature we don't know about we just ask him".

> We had some clear requirements for what the machine should be able to do, and since our contact at Ricoh could vouch for it to fully cover our needs, we chose a Ricoh Pro™ T7210 UV LED.
>
> *Bent Aasberg, Co-owner*

"In addition to being faster, easier to operate and clean, the quality has also received a significant boost. We can take on more tasks because we know that the result will be good. Now there's nothing we don't dare to take on!"

Bent Aasberg, Co-owner

BENEFITS

Within 14 days, the printer was an integral part of daily life at CreaSign. According to co-owners Bent and Kim, the timing was perfect because they could feel the growing demand for large plates, and now they could produce the much sought after construction site signs much faster and more efficiently than before. The new machine can print on items that are up to 11 cm high and can thus print directly on *e.g.* a door. Previously, the company may have refused to make large signs on certain surfaces, *e.g.* tyres, because of the higher risk of error and higher cost of reprinting, but now the team can take on many more projects.

The startup time of the new printer is significantly faster than previous machines and it requires almost no cleaning. These two benefits combine to make up a lot of production minutes each day. Another interesting productivity feature is that once a print is completed with the print boom furthest from the starting point, the plate can be replaced and a new print started from this outer position. Not having to drive the print head back to the starting point saves valuable time and effort.

The lacquer option is the feature that has received the most attention so far among clients. The reflected light effect is terrific and easily tested. Furthermore, there are the wider CMYK configuration options to choose from. *E.g.* if you need to print in full white on brown corrugated packaging with logo colours, it is possible to choose the configuration CMYK + 2 x white. This increases the speed of CMYK + White from just over 20 to 40 m2 per hour.

Initially, the Pro™ T7210 UV LED arrived as a significant upgrade compared to the old machine. In the long term, it offers a number of new opportunities. For example, the primer opens up the possibility of printing on glass and metal, which offers a new direction for CreaSign.

ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter.

With cultivated knowledge and organisational capabilities nurtured over its 85 years' history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

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 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).

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