



Dutch printing company opts for innovation in print with RICOH Pro™ C7500



2400 × 4800 dpi

resolution for high print quality

ABOUT JOH. ENSCHEDÉ

Koninklijke Joh. Enschedé has operated since 1703 and is a household name worldwide when it comes to the production of high quality printed matter, such as banknotes and stamps. Marcel Klok, Head of Purchasing and Regional Sales Director, has worked at the Haarlem printing company for thirty years. He has lived through the days when one to two billion banknotes rolled off the presses each year. In 2016, the company shifted direction to focus primarily on the design and production of stamps, passports/visas, and tax stamps with a smaller team. Later, diplomas and election printing, among others, were added to the package.

CHALLENGE

"The new direction ensures stability in the company," Klok explains. At the same time, he wants to keep innovating. "For example, the interactive postage stamp with Martin Garrix was created here in 2020, which enabled a virtual performance by the DJ in your living room via augmented reality. All 50,000 sheets sold out." Souvenir banknotes are also made that feature, for example, Dennis Bergkamp or André Hazes. "This is how we keep our skills in special design and printing techniques at a high level." In addition, the company developed the Diploma Support portal. Colleges and universities can securely personalise diplomas remotely on it.



We use microtext as a security element. With a print resolution of 2400 x 4800 dpi, the Pro C7500 is excellent for that.

Marcel Klok, Head of Purchasing and Regional Sales Director



SOLUTION

Joh. Enschedé has a wide range of machinery, including an offset and intaglio printing machine for the production of secure printed materials, such as diplomas. “Tens of thousands of students graduate every year. They receive their diploma along with their report card in an attractive diploma folder,” Klok explains. The processing of these print orders is fully automated in the dedicated Diploma Support Portal. The personalisation of diplomas requires reliable digital printing technology. “We briefly considered outsourcing that, but decided it would be better to do it ourselves. After all, that gives us maximum flexibility and security.” Based on a wish list, with quality at the top, Klok confidently chose the five colour Ricoh Pro C7500 toner based sheetfed system after a market survey.

RESULT

“That choice was preceded by six months of extensive testing,” Klok says. “For example, we use microtext as a security element. With a print resolution of 2400 x 4800 dpi, the Pro C7500 is excellent for that.” Ricoh’s colour management is also important. “We need to be able to match colours exactly. Even on tricky special paper types.”

In addition to diplomas, the printing system produces envelopes, banners and brochures. Klok still foresees all kinds of new applications. “Thanks to innovative developments in digital printing, anything is possible now, using special inks and colours, for example. This is how we make printing sexy again and bring a breath of fresh air to the printing industry.”

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 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD). It is Ricoh’s mission and vision to empower individuals to find Fulfillment 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.com

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