



Leading book printer expands capacity, increases productivity, and boosts sustainability

CPI

- Meets client demand for super fast turnaround times
- Drives cost efficiency with automated workflows
- Enables low waste, sustainable production

COMPANY & CHALLENGE

One of the leading book printers in Europe, CPI Print produces 330 million books every year. With 12 production sites in five countries, the company prints hard and softcover books, trade publications, scientific and academic journals, technical manuals, and commercial literature. CPI's clients include major publishing houses, administrative bodies, industrial groups, and self-publishing authors.

While some publishers continue to print hundreds of thousands of copies of a book in a single long run production, other clients prefer short run printing or print on demand (POD) models to create much smaller volumes, even down to a single unit. These flexible production methods, enabled by digital printing, can offer significant cost and sustainability benefits, reducing the need to transport and store large amounts of inventory, and cutting the risk of having to pulp unsold copies.

Within CPI's POD facilities, orders arrive constantly and without advance notice, with clients expecting rapid turnaround times. To cope with demand, POD operations run round the clock, sometimes seven days a week during peak periods. Naturally, every print device must deliver the highest levels of productivity, efficiency, stability, and quality to support production of both colour book covers with special finishes and millions of pages of text at speed and scale.



From left to right: Simon Wheeler, Strategic Account Director, Ricoh UK; Josh Vidler, Head of Operations, CPI South Coast.

SOLUTION

Optimising operations in three key locations

To support its operations, CPI looks for partners that can deliver proven solutions, meet demanding service level agreements, and enable technical and strategic innovation. In recent years, the company has forged a partnership with Ricoh, deploying eight RICOH Pro™ C9500 toner based sheetfed printers.

The collaboration began in France, where CPI replaced an ageing third party device with a Ricoh printer at its Firmin-Didot site for printing book covers — the crucial first stage in the production workflow. Building on this success, the company added a second Pro C9500 at its Bussière plant, working closely with Ricoh to set up and configure the solution inside just three weeks.

Then, to expand capacity at its POD facility in Eastbourne in southern England, CPI installed two Pro C9500 printers, with Ricoh providing extensive training for operators. The company uses the Ricoh devices to create both book covers and pages of printed text for short run and POD jobs, before



Our collaboration with Ricoh supports our strategy to localise more book production across Europe. The new Ricoh technology allows us to produce high quality colour and mono books more efficiently and closer to our customers — helping us reduce waste, turnaround times, and our environmental footprint.

MARTIN COLLYER
DIVISIONAL GENERAL MANAGER
CPI UK





From left to right: Kay Wissendorf, Purchasing Manager, Zeitfracht Medien; Hans Dietmar Haupt, Sales Specialist, Ricoh Germany; Simon Fastenau, Senior Sales Specialist, Ricoh Germany; Joachim Kühn, COO, CPI Germany.

moving the output onto the finishing line for binding and stitching, ready for dispatch.

Similarly, in Germany, CPI installed four Pro C9500 devices at the logistics centre of its partner Zeitfracht Medien GmbH, a specialist in book distribution, to enable high volume production. The addition of the Ricoh printers, which are now producing up to 120,000 pages per day, have helped to make the site one of the most advanced POD facilities in Europe.

Bernard Kieffer, General Manager at CPI France says: "Ricoh's project management and expertise across multiple locations has been an important factor in our success. If we have a query in Germany, Ricoh will consult their team in France to ensure we have a solution. Their knowledge and flexibility are very valuable to us."

In addition, CPI decided to deploy the RICOH Auto Color Adjuster at its sites in France to streamline daily colour management and calibration processes. The solution enables the company to automatically analyse colour patches and generate ICC profiles to ensure accuracy and consistency, and to scan and match colours from printed output such as book covers and sleeves.

Bernard Kieffer adds: "We ran a pilot with the RICOH Auto Color Adjuster, and our operators and plant managers were very pleased with the results. The advanced workflow automation tools from Ricoh will help us to drive production efficiency."

BENEFITS

Increasing efficiency and output

With eight Pro C9500 printers added to its fleet, CPI is continuing to set the standard for innovation and operational excellence in European book production. The Ricoh solutions have provided the reliability, stability, and productivity needed for demanding, high volume short run and POD jobs, printing more than one million pages of text every month in Germany and Great Britain.

While the POD and short run production models help to reduce waste for CPI and its clients, the Ricoh solutions also offer specific sustainability benefits. For example, the Pro C9500 printers use Ricoh's low-melt toner technologies that fuse at a lower temperature than many standard print devices, helping to cut energy consumption and improve environmental performance.

“Ricoh’s project management and expertise across multiple locations has been an important factor in our success. If we have a query in Germany, Ricoh will consult their team in France to ensure we have a solution.”

BERNARD KIEFFER
GENERAL MANAGER
CPI FRANCE

Martin Collyer, Divisional General Manager at CPI UK, sums up the partnership: “Our collaboration with Ricoh supports our strategy to localise more book production across Europe. The new Ricoh technology allows us to produce high quality colour and mono books more efficiently and closer to our customers — helping us reduce waste, turnaround times, and our environmental footprint.”

Similarly, Thomas Raff, Managing Director of Zeitfracht Medien, comments: “Our continuous expansion in the POD sector increases the diversity of our product range and actively contributes to a more sustainable industry by reducing overproduction. Those who embrace this trend remain competitive in the long term and operate more efficiently. Furthermore, our POD printing facility, integrated into our publishing distribution logistics, is unique in Germany.”

Martin Collyer concludes: “The Pro C9500 devices are really reliable, robust toner machines and we’re seeing good levels of performance and uptime, we’re pleased with them. Training went very smoothly, and we’ve been delighted with Ricoh.”

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

RICOH
imagine. change.

www.ricoh-europe.com

The facts and figures shown in this brochure relate to specific business cases. Individual circumstances may produce different results. All company, brand, product and service names are the property of and are registered trademarks of their respective owners. Copyright © 2026 Ricoh Europe PLC. All rights reserved. This brochure, its contents and/or layout may not be modified and/or adapted, copied in part or in whole and/or incorporated into other works without the prior written permission of Ricoh Europe PLC.