



Leading drinks producer savours the refreshing taste of smarter, more efficient printing

CASTEL

MALAWI LTD
Gestetner
 — RICOH TEC —

- 60% cut in print volumes by eliminating waste
- 59% reduction in monthly printing costs
- 83% drop in print-related support requests

COMPANY & CHALLENGE

Castel Malawi is the leading producer and distributor of alcoholic and soft beverages in the African country, supplying vendors with global brands such as Carlsberg, Fanta, Coca-Cola, and Castel Beer. Established in 1993, the company is a subsidiary of the French drinks giant Castel Group and has 630 employees working across four brewery, office, and distribution sites in Blantyre, Lilongwe, Mzuzu, and Liwonde.

To drive efficiency, Castel Malawi recently launched a transformation program aimed at streamlining and optimising business processes. For the ICT department, one key focus area was the print environment — an essential function that employees rely on to create everything from delivery notes to quality control documents to help keep daily brewing, bottling, and distribution operations running to schedule.

For some years, Castel Malawi had worked with a third party to source print devices, management software, and ongoing support. Increasingly, though, the company was facing difficulties with this approach. For example, the solutions offered limited oversight and control over usage, and print volumes had rocketed to between 90,000 and 100,000 pages every month. Inevitably, this was pushing operational costs higher and higher.



Furthermore, the quality of support from the previous service provider was not meeting required standards. In particular, the service provider could not deliver timely technical assistance to the four Castel Malawi locations, leading to increasing device downtime, which, in turn, negatively impacted employee productivity.

To support the overall transformation program, Castel Malawi began a change in strategy. One key priority was to increase visibility into document output, as this would enable the company to identify and eliminate excessive and inefficient printing, control rising volumes, and reduce toner and paper costs. Alongside this, Castel Malawi wanted more responsive, agile support to improve device performance and availability.

SOLUTION

Creating a new recipe

Following a series of technical assessments, solution trials, and reference site visits, Castel Malawi decided to work with Ricoh business partner Ricotec to refresh the print environment, implementing new high-performance multifunctional printers (MFPs) with intelligent print management software.



Since implementing the Ricoh MFPs and upgrading our print management solution, we have seen a remarkable transformation. Our print volumes have dropped from over 90,000 pages per month to an average of 40,000, without compromising productivity.

MR. PIERRE BELL
HEAD OF ICT



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Mr. Pierre Bell, Head of ICT at Castel Malawi explains: “After two years of assessing and challenging various print service providers, we made the strategic decision to transition from our long-standing partner to Ricoh. It was not an easy decision, but Ricotec’s unwavering commitment, their customer-focused approach, and Ricoh’s proven track record of hardware reliability gave us the confidence we needed.”

The intelligent print management software has proved a crucial component in the project, providing powerful data analytics and visualisation tools that enable Castel Malawi to track print usage and costs on a departmental and individual user level. Plus, the software offers secure release and user authentication capabilities that help to strengthen document security and controls. For example, in distribution centres the solution has eliminated the risk of delivery notes being routed to incorrect printers and causing delays to the dispatch of shipments.

In addition, the Ricotec team helped to right-size and optimise the print fleet. Initially Castel Malawi requested 27 new MFPs, but following the initial installation process Ricotec monitored usage patterns and showed that three devices could be removed with no negative impact, helping to reduce leasing and toner-related costs.

Where the support from the previous vendor was below standard, Castel Malawi now enjoys a comprehensive managed service from Ricotec, based on SLAs and measurable KPIs. In particular, Ricotec will provide onsite technical support

within two hours, and ensure 95 percent device uptime. Plus, Ricotec will deliver monthly reports on print volumes, provide quarterly maintenance to fine-tune the performance of the MFPs, and run regular review meetings to identify further opportunities for fleet optimisation.

BENEFITS

Higher performance, lower costs

The move to Ricoh and Ricotec has had a hugely positive impact at Castel Malawi. The solutions have enhanced control and visibility over print operations, helping to establish clear ownership and accountability for all print-related activities. Plus, granular data-driven insights into usage have empowered the ICT team to craft smarter, more efficient policies, including departmental printing quotas and limits on colour printing.

In turn, these steps have helped to encourage and embed more responsible, sustainable printing practices across the company. In fact, Castle Malawi has even integrated smarter printing processes into employee onboarding. The result is that the company has eliminated waste and reduced overall printing volumes by 60 percent per month, helping to minimise consumption of energy, toner, and other consumables.

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from over 90,000 pages per month to an average of 40,000, without compromising productivity. The improved visibility and control over our print environment have empowered our departments to manage resources more responsibly.”

By implementing quotas, reducing volumes, and limiting colour printing, Castel Malawi has reduced printing costs by 59 percent per month. On top of this, the fleet reduction from 27 to 24 devices has enabled further leasing and maintenance savings. Overall, the company expects an annual saving of MWK 25.7 million (GBP 11,000), freeing budget for other strategic projects, and to achieve a full return on investment in under 18 months.

The combination of the robust, reliable Ricoh MFPs and the managed service from Ricotec have also reduced the number of technical issues and lifted device availability, helping employees to work productively and efficiently at all four locations. This is demonstrated by the fact that the ICT Helpdesk at Castel Malawi has reported an 83 percent reduction in monthly print-related support requests.

Mr. Pierre Bell concludes: “Ricotec’s support services have been exceptional — fast, consistent, and proactive. This has reinforced our decision and proven that we now have a trusted partner who understands our business needs and delivers on their promises. We look forward to the next chapter of the partnership.”

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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