



Strengthening document security and optimising costs by modernising print



- Reduces print costs by 25% with stronger governance
- Consolidates print fleet by 70%, cutting energy needs
- Saves time with one expert partner for all support

COMPANY & CHALLENGE

Established in 2018, Cleopatra Cement is a leading producer of white cement for use in the construction of residential, commercial, and industrial buildings. Based in Egypt, the company produces 420,000 tonnes of cement each year at the El Minya plant, and delivers products to a global customer base.

Cleopatra Cement employees rely heavily on printing and scanning to keep day-to-day business running seamlessly. Finance and procurement teams, for example, regularly create hard copies of invoices and spending reports to help monitor supply chain operations and update business leaders. To support printing, the company previously used a mix of shared multifunction and single-function devices, from a wide range of vendors.

Mohamed Sedik, Director at Cleopatra Cement, explains: “We had a very complex, disparate print fleet, with many employees using their own personal devices. Inevitably, it was difficult to track overall printing volumes and paper consumption, and maintaining so many brands and models took a lot of effort and expense. In particular, sourcing consumables and spare parts for older printer models was extremely time-consuming.”



To simplify management workloads and optimise costs, Cleopatra Cement decided to overhaul the print environment. “We wanted to transition to a centralised model, with increased control and visibility over printing, and one point of contact for maintenance, consumables, and support,” adds Mohamed Sedik.

SOLUTION

Adopting flexible cloud-based printing

After initially meeting at an ICT exhibition, Cleopatra Cement decided to work with Ricoh business partner Silicon21 to streamline the print environment. As a first step, Silicon21 performed a technical and financial analysis of the print fleet, assessed future requirements, then recommended replacing the current multi-vendor devices with more modern Ricoh multifunction printers (MFPs), combined with cloud-based print management software.

Mohamed Sedik explains: “We evaluated three leading print brands before selecting Ricoh. When we looked at total cost of ownership for the next five years, we found that Ricoh MFPs were a very strong option. And Silicon21 offered very strong knowledge of the devices, while delivering a responsive managed print service.”

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MOHAMED SEDIK
DIRECTOR

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MOHAMED SEDIK
DIRECTOR

Cleopatra Cement worked with Silicon21 and Ricoh teams to implement the new hardware and software across multiple business departments in two locations. “The deployment ran very smoothly,” adds Mohamed Sedik. “In fact, everything was completed ahead of schedule. Silicon21 also integrated the software with our Oracle Cloud system, enabling users to print from and scan items directly into the enterprise resource planning platform.”

Today, Cleopatra Cement use a combination of colour and mono MFPs to support printing and scanning workflows. The company is one of the first in Egypt to harness the cloud-based print management model, which enables serverless printing and provides in-depth reports monitoring all printing, scanning, and copying.

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The software has also helped Cleopatra Cement to strengthen the security of its document workflows. “Whenever employees want to print documents, they now present an access card or enter a passcode on the user panel of an MFP before the items are released,” explains Mohamed Sedik. “In the past, people could send an item to print on a shared device, suddenly take a call, and the papers would be left uncollected. The solution from Silicon21 and Ricoh eliminates that risk, as nothing can be printed without proper user authentication.”

BENEFITS

Enforcing smarter print policies

By partnering with Silicon21, Cleopatra Cement has streamlined and standardised its print environment, replacing a patchwork of brands and models with high-performance Ricoh MFPs. With the new approach, the company has reduced the print fleet by 70 percent, simplifying management and cutting energy consumption.

As well as improving document security, the solutions enable stronger governance and control over printing activity, including smarter, more efficient policies to reduce waste and toner consumption. For example, the company has implemented limits on colour output, while all documents printed by the finance and procurement departments that are longer than 50 pages are automatically produced in duplex format.

Mohamed Sedik continues: “Having one provider for all consumables and spare parts significantly reduces the time that we spend on procurement. Plus, we benefit from fixed costs for all support, whereas beforehand we could never be sure how much we would end up spending on maintenance from our many suppliers. Overall, the move to Silicon21 and Ricoh has helped us reduce our printing costs by around 25 percent.”

Building on the success of the engagement, Cleopatra Cement is already working with Silicon21 and Ricoh on new projects.



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“We are now creating a business case for a Ricoh printing solution for our group headquarters,” concludes Mohamed Sedik. “The flexibility and expertise from Silicon21 have been excellent, while the Ricoh solutions have helped to enhance the performance, security, and cost-efficiency of our print operations.”

ABOUT RICOH

Ricoh is a global integrator in workplace transformation, operating in approximately 200 countries and regions and headquartered in Tokyo. Supporting customers' value creation, Ricoh offers workplace services and solutions that empower organizations to work smarter through advanced technologies—including AI—together with long-standing expertise rooted in printing. Ricoh also operates commercial and industrial printing businesses and delivers new solutions leveraging inkjet technology. In the financial year ended March 2026, Ricoh Group had worldwide sales of 2,608 billion yen (approx. 16.4 billion USD). For 90 years since our founding, Ricoh has upheld its mission and vision of empowering individuals to find Fulfillment through Work—and that commitment continues today. By understanding and transforming how people work, we unleash their potential and creativity to realize a sustainable future. For further information, please visit www.ricoh.com

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