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Gráficas Printer moves from offset to on demand digital envelope printing with the RICOH Pro™ C5400

GRÁFICASPRINTER
SERVICIOS GRÁFICOS PROFESIONALES

- Enables completion of client jobs within minutes
- Supports printing of up to 20k envelopes per month
- Helps meet SLAs and increases client satisfaction

COMPANY & CHALLENGE

Based on the Spanish island of Tenerife, Gráficas Printer has been providing high quality graphic design and commercial printing services since 1985. Having expanded through several mergers and acquisitions, the company now offers an extensive range of printed products that help businesses to develop and advertise their brand, including brochures, flyers, business cards, event posters and displays, calendars, catalogues, and magazines.

Another important line of business is printing envelopes with corporate logos, graphics, and the names and addresses of intended recipients, across different sizes, weights, and substrates. Typically, envelope orders arrive from clients every two months, and the company must print and seal finished products ready for delivery within a short timeframe to meet challenging service level agreements (SLAs).

Antonio González, Owner and Production Manager at Gráficas Printer, explains: "We hold contracts with several large organisations for on demand envelope printing. For high volume orders, we will use our offset printing devices, but this method became too time consuming and costly for shorter runs. That's why we looked to invest in more agile digital printing capabilities."



SOLUTION

Creating an integrated production workflow

To support short run envelope printing, Gráficas Printer decided to deploy the Ricoh Pro C5400 digital sheetfed printer. Seamlessly integrated with an envelope fusing unit, the Ricoh solution enables four colour printing of customised logos, text, and graphics onto output with the same consistent quality as the company's offset devices, and forms part of a high speed end to end printing and mailing workflow.

Antonio González continues: "The Pro C5400 offers us a lot of production flexibility. We can print designs onto every size of envelope that our clients request, but we primarily use the Ricoh solution for standard DL (115 x 225 mm) and larger B5 (190 x 250mm) size items. Beyond envelopes, we can also integrate the printer with a regular fusing unit to create business cards, cheque books, and other output like carbonless paper."

In addition, Gráficas Printer recently added a five colour RICOH Pro™ C7500 device to handle premium colour production, as Antonio González explains: "Our main digital printer was coming towards its end of life. Based on the strong performance of the Pro C5400, we turned to Ricoh once again for help. The Pro C7500 is now our flagship device for digital printing jobs, and our partnership with Ricoh goes from strength to strength."

> The Pro C5400 gives us a much more cost effective method for short run envelope printing than our offset devices could ever provide. More than this, the Ricoh solution enables us to complete client orders within minutes, without any need to spend time creating offset plates.
>
> ANTONIO GONZÁLEZ
> OWNER AND PRODUCTION MANAGER

"The Pro C5400 has been easy to use for our operators, and changing the fusing unit has proved quick and simple. Handling high throughput workloads such as envelope printing requires an extremely robust and reliable solution, and the Ricoh device has certainly delivered."

ANTONIO GONZÁLEZ
OWNER AND PRODUCTION MANAGER

BENEFITS

Ensuring agile, cost effective production

With the Pro C5400, Gráficas Printer has successfully built a quick, efficient process for managing on demand envelope production. Currently, the company uses the Ricoh solution for short runs of up to 1,500 items, and prints around 10,000 envelopes each month, while peak periods have seen this rise to 20,000.

Antonio González concludes: "Without a doubt, moving to the Pro C5400 has increased our agility and productivity, and helped us to meet our SLAs. Overall, the Pro C5400 has been a very good investment for Gráficas Printer, helping us meet demand and ensure client satisfaction."



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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