



Printmedia Service expands its central repro services with web to print



1 million

prints per year

COMPANY & CHALLENGE

Haarlem College, part of Dunamare Education Group, provides pre-vocational secondary education to 840 students at the theoretical, middle management, and basic levels. Senior general secondary education has also recently been added to the programme. The school moved from five separate locations to a new building on the outskirts of Haarlem in the Netherlands 15 years ago. A large practice room is located on the first floor of the building and was originally home to printing presses for the graphics design course. That space is now occupied by rows of iMacs and 3D printers, but Rob Zweepe and Peter Jan Hartsuijker assure us that printing has definitely not disappeared.

As Head of Facilities Support, Hartsuijker is responsible for everything related to the building: "I sometimes say that everything but the textbooks goes past my desk." Duties also include the inhouse repro department, where Rob Zweepe is in charge. This department is called Printmedia Service, and it handles the production of teaching materials and graphic items such as lettering, posters, and cards. Zweepe, who comes from the graphics industry, has a variety of production equipment for this purpose, including a professional production printer. The planned replacement of that production printer also had to address the desire of being able to remotely submit print jobs in the future.



Teachers are now taking full advantage of the option to upload print jobs to our Printmedia Service from home.

Peter Jan Hartsuijker
Head of Facility Support



SOLUTION

Hartsuijker explains: "Teachers already order their teaching materials, such as pens, markers, booklets, and tests, through the school's web shop. That ordering system previously only worked internally, but we now also want to make it possible to upload a print job to Printmedia Service from home." After a market survey by Dunamare Education Group, of which Haarlem College is part, Ricoh emerged as the obvious choice. In addition to the decentralised installation of multifunction printers in the various departments, Zweep will have a RICOH Pro™ C7500 toner based sheetfed device at his disposal. Ricoh also provides its MarketDirect StoreFront (MDSF) software for processing online orders.

RESULT

Although the implementation of the MDSF software was a bit more challenging than initially expected, teachers are now taking full advantage of its capabilities. Print jobs are regularly prepared at the last minute, ready to be picked up right at the beginning of a school day. Zweep: "I can now also often have those jobs produced remotely on the Pro C7500, so they are ready immediately." The production system is also equipped with an inline Plockmatic booklet maker for the production of professional straight-spined booklets. Hartsuijker: "Booklets like that make more of an impression on students than if you give them a stack of stencils."

ABOUT RICOH

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