



## Developing a people-first workplace strategy



# IMCD

- Improves employee experience
- Supports hybrid working with user-friendly technologies
- Encourages collaboration and creativity

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## COMPANY & CHALLENGE

IMCD Group is a world leader in the sale, marketing, and distribution of specialty chemicals and ingredients. The Group has around 4,700 employees, is present in more than 50 countries, and its revenues exceed four billion euros per year.

The Group's Italian associate IMCD Italia SpA has flourished within one of the most fragmented and competitive markets in Europe, constantly expanding its portfolio and local presence. Headquartered in Milan, IMCD Italia also operates three laboratories — genuine centers of excellence — focusing respectively on coatings and construction, food and nutrition, and beauty and personal care. The 150 specialists employed by IMCD Italia work on the development of innovative, bespoke solutions, seeking to pre-empt market trends and cater to the needs of business partners.

IMCD Italia recently moved to a new headquarters, which presented the opportunity to create a workspace that was aligned with its core values, such as people, sustainability, innovation, and digitalisation.

Cristiano Bernini, Finance & Operations Director at IMCD Italia, provides some more detail: "It's people — along with all of their needs and expectations — that are truly important for our company. Every initiative is designed to promote employee well-being and inclusion and to simplify life at work. With this perspective in mind, we needed to create a working environment in which



everyone could feel involved and that boosted creativity. It was also important for this new approach to be perceived immediately, both by employees and by visitors.

“Our previous headquarters had limited spaces and meeting rooms, and the technological infrastructure was no longer appropriate for supporting teamwork and new forms of hybrid working and smart working.”

## SOLUTION

### Creating ergonomic, innovative spaces

In conjunction with the move to the new offices, IMCD Italia decided to abandon the “old” concept and commissioned Ricoh to design a new one focused on flexibility and innovative, integrated, and user-friendly technologies.

“In a large number of areas we teamed up with Ricoh’s professionals as value-added systems integrators. Ricoh is a company that we already had a strong relationship with, as they have operated as our printing provider for a number of years. The objective was to create a functional workspace in which technologies and ergonomics were perfectly integrated,” explains IMCD Italia’s IT Manager Fabrizio Comissoli.

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FABRIZIO COMISSOLI  
IT MANAGER

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“We appreciated the project capacity, professionalism, and know-how of Ricoh. They performed a genuine consultancy role and helped us to identify the solutions that best met our needs.”

CHRISTIANO BERNINI  
FINANCE & OPERATIONS DIRECTOR



Ricoh Italy therefore designed and fitted out new meeting rooms and spaces equipped with interactive whiteboards, videoconference systems, and equipment to facilitate collaboration and teamworking.

“All of the solutions are genuinely user-friendly and the environments are highly modular, making them adaptable to constantly changing requirements. Rooms can be expanded and made more flexible by removing dividing walls. Ricoh created a highly practical, innovative workspace with common areas that facilitate the exchange of ideas, and where people feel encouraged to be creative and to think outside the box,” adds Fabrizio Comissoli. “The new development was much appreciated by employees, and we received extremely positive feedback regarding the new possibilities from all quarters.”

Ricoh Italy helped IMCD Italia get the most out of all of its spaces, including a corridor that would otherwise have been a “simple” passageway, but was instead turned into an enriching environment with a “wow effect.”

Fabrizio Comissoli comments: “Ricoh’s professionals, who include technical experts and an architect specialising in multimedia space design, created an immersive corridor for us. This offers a rich experience, with a series of video projectors enabling the presentation of videos and images that showcase our company and identity over an 11-meter-long wall. This space was turned into a vehicle for communication that engages visitors simply yet effectively.”

## BENEFITS

### Driving employee satisfaction

IMCD is now enjoying the benefits of a workspace focused on people, including the following:

- Excellent employee experience and high satisfaction with hybrid working
- Improved visitor engagement thanks to innovative spaces and the immersive corridor
- Flexible workspaces
- User-friendly technologies
- Easy-to-use workspaces that align with employees’ needs
- High sustainability, which was a key aspect for IMCD, who chose a building with a BREEAM certification that signifies strong environmental performance

IMCD is confident that Ricoh is not only a workplace partner for today, but for the future, too.

Cristiano Bernini comments on what was an essential vendor selection criteria for the company: “Our suppliers have to share our values and our approach. We couldn’t do things any other





way, as we want to create lasting partnerships with them. We have identified aspects within Ricoh that are important for us, such as sustainability and a focus on people. We appreciated the project capacity, professionalism, and know-how of Ricoh. They performed a genuine consultancy role and helped us to identify the solutions that best met our needs. Ricoh listened to us, and continues to engage in ongoing dialogue. They have become a core partner for us in building innovation both today and in future."

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## 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 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD). It is Ricoh's mission and vision to empower individuals to find Fulfilment 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-europe.com](http://www.ricoh-europe.com)

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