



Raising the bar for innovation with the first RICOH Pro™ VC80000 in Africa



- Transform – Shift from transactional print to data driven services for 900+ clients
- Scale – Produce up to 40 million pages per month with speed and consistency
- Grow – Unlock new revenue streams with high speed production up to 150 mpm

COMPANY & CHALLENGE

InsideData Group provides end to end business communication solutions, integrating print, online communications, and data driven services. Operating from Johannesburg and Cape Town, the company employs 150 people, works with more than 900 clients, and prints more than 270 million pages every year.

In recent years, InsideData has transformed its business model, reducing its reliance on transactional printing, where demand is steadily declining. In its place, the company has focused on digital services such as Customer Communication Management (CCM), and printing output for the educational market, which includes bound and stitched workbooks, textbooks, diaries, and other learning materials.

Today, InsideData continues to evolve, and aims to offer a wider range of services to clients across multiple industries. One thing remains consistent, the company's eagerness to embrace the latest print technologies to improve output quality, productivity, and operational efficiency.

Tinus Grobler, Chief Executive Officer at InsideData Group, explains: "Our mentality is to always be an early adopter. For example, we were one of the first companies in South Africa to invest in continuous feed inkjet print."



SOLUTION

Next generation inkjet capabilities

To underpin its print operations, InsideData has partnered with Ricoh over many years. The collaboration began at the Cape Town site, where the company installed Ricoh colour and mono sheetfed printers, then added a RICOH Pro™ VC20000 inkjet device to provide extra capacity to handle growing demand from a large insurance company.

Then, in Johannesburg, InsideData decided to replace a third party device with a solution that would enable printing onto a broader range of coated and uncoated media. After assessing the market, the company selected the newly announced Pro VC80000 inkjet printer.

"It's a powerful platform for high volume, personalised production with outstanding print quality and faster turnaround times," continues Tinus Grobler. "It also opens the door to new services and formats, giving clients access to premium print solutions that were previously out of reach."

InsideData worked with teams from Ricoh Europe and Ricoh USA to implement the Pro VC80000, and to train operators.



The Pro VC80000 is a strategic asset. It enhances our ability to deliver highly data driven printing at speed and scale. It reflects our long term commitment to innovation, automation, and understanding exactly what our clients need to stay competitive.

TINUS GROBLER
CHIEF EXECUTIVE OFFICER





The printer runs reel to reel, using a Ricoh Unwinder and Rewinder, an ACE web cleaner, and a Contiweb moisturiser, before output passes to an integrated Tecna Revolution 50 system that cuts the reel into A4 or A3 sheets, which are then finished with a Horizon binder and trimmer, or saddle stitcher. In parallel, the company uses Pro™ C9500 colour sheetfed printers to create educational book covers on 200 to 250 gsm stocks.

InsideData will also utilise the automation and AI powered capabilities in the Pro VC80000 to drive efficiency. For example, Smart Start functionality automates calibration tasks and reduces device warmup times, while predictive tools help to monitor and optimise output quality.

Alongside the print hardware, InsideData harnesses RICOH ProcessDirector™ to manage and streamline production workflows. The solution plays a critical role in coordinating incoming client orders through the company's online storefront, and key prepress steps such as imposition.

"What I enjoy about the partnership with Ricoh is that they share insights on how to optimise workflows for book printing based on their worldwide experience, so we don't have to build from the ground up," says Tinus Grobler.

BENEFITS

Higher productivity, quality, and uptime

Working with Ricoh, InsideData is continuing to raise the bar for print innovation and operational excellence in South Africa, and the Pro VC80000 is the first deployed anywhere within the continent. All print hardware used by InsideData now comes from Ricoh.

The Pro VC80000 has enabled InsideData to expand its offerings to clients. As well as educational materials and transactional work for banks and insurers, the company recently used the new solution to print its first community magazine on glossy papers. Plus, the Pro VC80000 enables InsideData to create tailored marketing materials for retailers, high quality books for publishers, and much more.

Tinus Grobler adds: "What excites me most about the Pro VC80000 is the media flexibility, as that gives us a wider product range. We can now print flyers and desktop calendars on demand. What's completely new in South Africa is the wider formats that our integrated sheeting device enables. We can finish products to 560 by 760mm, and we are super excited about that capability."



“We chose the Pro VC80000 because it enables us to deliver exceptional value to our customers. It’s a powerful platform for high volume, personalised production with outstanding print quality and faster turnaround times.”

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CHIEF EXECUTIVE OFFICER



The newest Ricoh press is also enabling InsideData to boost productivity, printing and finishing at speeds up to 150 metres per minute (mpm), and achieving peak monthly volumes close to 40 million A4 images. In addition, the integrated automation tools will help to improve reliability and uptime.

“Ricoh has invested in technologies that keep uptime as high as possible and ensure that quality over a long run of 100,000 images remains consistent,” concludes Tinus Grobler. “Clients will see an immediate impact in terms of speed, quality, and personalisation. We’re offering sharper imagery, richer colours, and a faster turnaround, whether it’s for a personalised mailer, a run of yearbooks, or a catalogue.”

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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