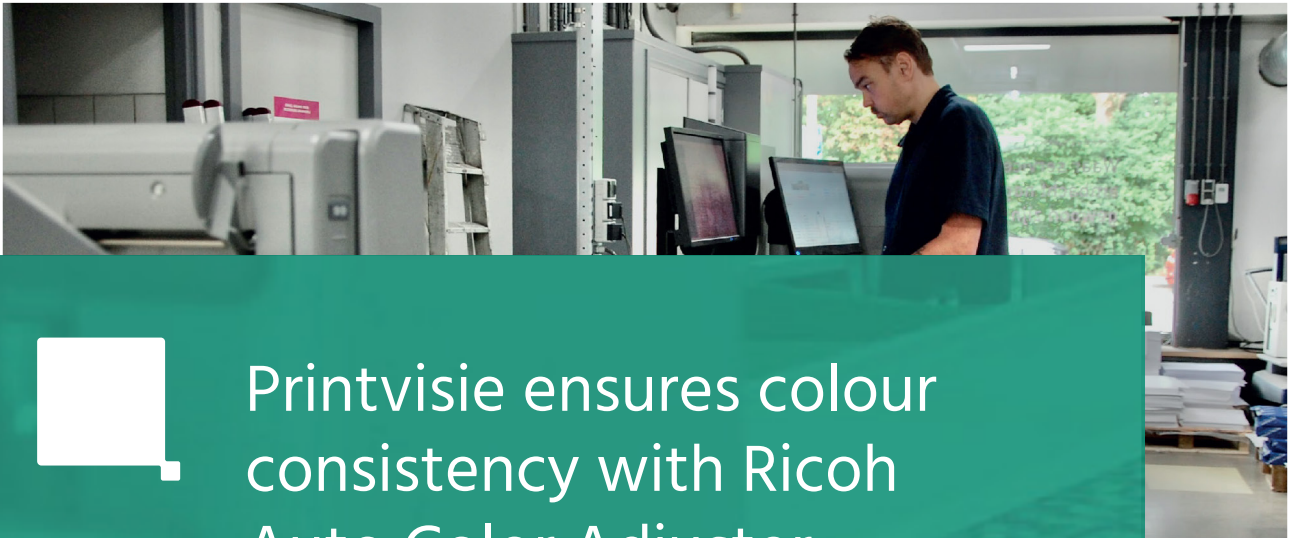




Printvisie ensures colour consistency with Ricoh Auto Color Adjuster



3 Ricoh print production systems

ABOUT PRINTVISIE

The Rotterdam based printing company Printvisie has been a well known name for more than 45 years. In 2009, Leander Wünschmann took over the company during a rapidly changing market, partly due to the rise of online competitors. At the same time, client demand for sustainability was increasing. The company successfully responded to these trends, for example with the portals Flyersonline and Groenprint. After an initial step toward digital printing, more and more work shifted from offset presses to digital print systems. Today, Printvisie runs two RICOH Pro™ C9500 machines and one RICOH Pro™ C9210, alongside the last remaining offset press. About 50% of all jobs are now printed digitally.

CHALLENGE

"Today, it's not offset but digital print quality that sets the standard at Printvisie," says Wünschmann. That also brings challenges, explains order manager Rogier Kloos. "To make sure the three print systems are properly aligned with each other, you have to calibrate them. That requires knowledge and takes time, so in practice it doesn't always happen consistently. We were therefore looking for an efficient way to achieve a predictable production process." Wünschmann adds: "Our customers expect consistent colour quality – even if they reorder the same print work six months later, and regardless of which print system we use."



The number of complaints about colour consistency has dropped to zero since we started using the Auto Color Adjuster.

Rogier Kloos, Order Manager



SOLUTION

Ricoh provided the answer with the Auto Color Adjuster. "It's simple and fast," says Kloos. "Every morning, we print a profiling page on each system: an A3 sheet with a variety of colour patches. The Auto Color Adjuster scans those pages, automatically detects which production system they came from, and then adjusts all the machines as needed. That's it – there's nothing else to do, and anyone can do it." Wünschmann: "We also keep a set of test forms each day, so we can check colour consistency over the longer term. The straightforward operation and efficient workflow mean this approach has now become part of our daily routine."

RESULT

Meanwhile, Printvisie also earned the 'Color Management - Standardization in Print and Press' certification for its digital print production. "But such certification is always just a snapshot," Wünschmann explains. "Thanks to the Ricoh Auto Color Adjuster, we safeguard quality at a constant level. With this combination, Printvisie has taken an important step in further optimising colour consistency." Kloos: "Predictable quality also means we use less material, which fits well with our goal of sustainable production. And since we started using the Auto Color Adjuster, the number of complaints about colour consistency has dropped to zero." Wünschmann: "The results are impressive. It's really a 'magic box'."

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.

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