



CASE STUDY:

# Ricoh Pro™ VC20000 delivers top quality at a competitive price



Cross-media agency strengthens its position in the transactional mail market by investing in a Ricoh Pro VC20000 high speed inkjet press.

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## CUSTOMER PROFILE

Data B. Mailservice is a successful cross-media communications agency based in The Netherlands. The company focuses on transactional mail, processing mission-critical digital and physical communications for a variety of clients, including government agencies, banks, insurance companies and pension funds.

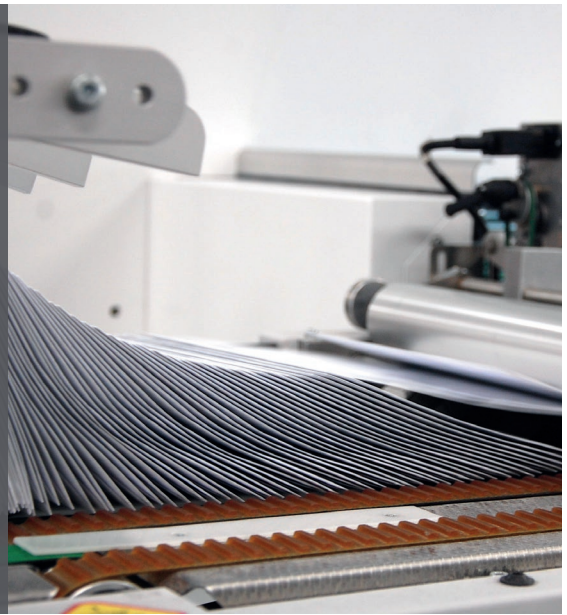
Since its foundation in 1990, the company has helped its client base transition from physical to digital communication. However, despite growth in digital

communications, print remains a vital component of its clients' communication strategies. And, significantly, many of those clients are choosing to outsource production.



Print remains relevant, but competition is fierce, particularly in the transactional mail market.

Liana Willems-Klaster  
Managing Director



## BUSINESS REQUIREMENTS

The transactional mail market is highly competitive, with numerous suppliers looking to grab a share of the high volume print business. To strengthen its competitive position and improve the service that it offers to clients, Data B. Mailservice decided to invest in Ricoh continuous feed inkjet technology.

Shorter run lengths and increasing demand for high quality, graphic-rich content are making it less and less attractive for clients to print transactional mail in-house. Equipped with Ricoh continuous feed inkjet printers, Data B. Mailservice is able to provide a faster and more cost-effective service than in-house production.

"Print remains relevant, but competition is fierce, particularly in the transactional mail market," said Liana Willems-Klaster, Managing Director of Data B. Mailservice. "There will always be a trade-off. Cost plays an important role and with the new system we can provide a better solution to this problem."



In addition to our specialism in transactional mail, we now also produce more applications, including leaflets.

Liana Willems-Klaster  
Managing Director



## RICOH'S SOLUTION

The cross-media specialist began its switch to full colour inkjet printing in 2012, with the installation of a Ricoh IP5000. The IP5000 transformed Data B. Mailservice's production process, dramatically improving efficiency and driving down costs by eliminating the need for pre-printed stationery.

"We replaced pre-printed forms with full colour printing directly onto blank paper. This allowed us to set up documents more flexibly for specific recipients. We also equipped our enveloping machines with envelope printers so that we can print blank envelopes," explained Willems-Klaster.

A second IP5000 was followed by a Ricoh Pro™ VC60000 high volume production system. "We made the next step in quality with the Pro VC60000. The shift in print volumes means that, in addition to our specialism in transactional mail, we now also produce more applications, including leaflets," said Willems-Klaster.

And then, in October 2020, Data B. Mailservice became the first print services provider to install a Ricoh Pro VC20000 colour continuous feed inkjet press. The latest addition to Ricoh's fast expanding range, the Pro VC20000 has opened up a wealth of opportunities for Data B. Mailservice, in both mono and colour.

## CUSTOMER BENEFITS

The Pro VC20000 comprises three high speed inkjet printers; two mono and one colour. Thanks to the versatile 'single engine duplex' concept, Data B. Mailservice can use the same compact system for a range of applications, including transactional mail, pharmaceutical inserts and books.

For a device that has a footprint of just 4.3 m<sup>2</sup>, the Pro VC20000 is incredibly productive. Delivering full colour, double-sided output at speeds of up to 150 metres per minute, the Ricoh continuous feed inkjet system has improved operational efficiency at Data B. Mailservice, reducing production costs.

"Our investment in the new continuous feed Ricoh Pro VC20000 puts us ahead of the curve once again. It is an extremely compact system that delivers high quality print at a very attractive cost," said Willems-Klaster, adding: "Other parties cannot compete with its price/quality ratio."

### Key advantages:

- Compact and cost-effective solution.
- Innovative 'single engine duplex' concept.
- Integrated design releases floor space.
- Productivity improves operational efficiency.
- Supports an extensive range of applications.



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Liana Willems-Klaster  
Managing Director



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## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 19.06 billion USD.

For further information, please visit [ricoh-europe.com](http://ricoh-europe.com)

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