



## Lenta (ЛЕНТА) Russian retail giant partners with Ricoh

### Bespoke point of purchase graphics printed on Ricoh Pro™ L5160

#### Dynamic sales growth

One of Russia’s largest retail groups, Lenta (ЛЕНТА) operates 250 hypermarkets and 135 supermarkets in 88 cities.

The value brand is recognised for its short run, price-led promotional campaigns. They are tailored to local market conditions and can include locally sourced products and differential pricing. At store level, the campaigns are supported with colourful point of purchase advertising.

#### Bespoke promotional graphics

Point of purchase advertising is critical to Lenta’s retail programme. More than 1 million bespoke communication posters are produced every year to meet Lenta’s in-store promotional requirements.

The posters are printed by Ricoh’s Print Centre partner network. Ricoh’s regional print centres produce individually tailored posters for local stores. To ensure countrywide quality and consistency, every poster is printed to the same exacting standards using Ricoh Pro L5160 latex printers.



1,100,000

bespoke point  
of purchase posters

*Standardising services, Ricoh delivers bespoke point of purchase posters to the customer’s distribution centre (RC) within the timeframe specified by the customer, regardless of their size and quantity.*

*Ricoh transformed the customer's point of purchase print procurement, changing the print technology and reducing costs for the retailer.*



### Vibrant odour-free graphics

Ricoh was awarded the contract having demonstrated that it could provide a coordinated and cost effective countrywide service for Lenta. Ricoh manages the process, outsourcing production to regional print centres which produce posters of uniform quality. The approach enables Ricoh to deliver fast and flexible print services for the entire retail chain.

The print centres are equipped with high speed Pro L5160 latex printers. They have a double CMYK ink configuration and are used for a variety of applications, including poster printing. Ricoh's Aqueous Resin (AR) inks are particularly well suited to Lenta's application as they produce vibrant odour-free colour graphics which, unlike solvent-based graphics, can be hung immediately in the retail environment.

### Perfect colour matching

Ricoh's ColourGATE RIP supports digital proofing. Media device synchronisation (MDS) is used to recalibrate connected devices and ensure that all output meets the same rigorous standards. Indeed, because Lenta's promotional posters are perfectly colour matched and fully on brand, posters printed in different locations can be displayed side by side.

Lenta derives considerable operational advantage from its relationship with Ricoh. Ricoh transformed the customer's point of purchase print procurement process, changing the print technology and reducing costs for the retailer. Bespoke point of purchase posters are delivered to Lenta's distribution centre (RC) within the timeframe specified by the customer, regardless of their size and quantity.