



## Enhancing client services with the first X20 UV Ricoh Hybrid Proposition deployment in Europe



- 75% reduction in large format production times
- Enables printing on media 25% wider than before
- Cuts energy consumption and operational costs

### COMPANY & CHALLENGE

For more than 15 years, Colorpix has helped large and medium-sized businesses to enhance their brand communications with vibrant, eye-catching promotional materials. Based in Pistoia in central Italy, the company offers integrated large and small format printing services, producing everything from posters, booklets, magazines, flyers, and catalogues to branded garments, business cards, and outdoor banners.

To manage incoming client orders quickly and efficiently, Colorpix operates a large print shop, equipped with a wide range of modern equipment and software. In recent years, the company has seen growing demand for more customised output and large format graphics, such as exhibition stands. However, technical limitations and performance issues with one printer meant that keeping pace with requests was challenging.

Nicola Bianchi, Owner, Colorpix, explains: "Our previous hybrid large format device could print only on media with a width up to 160 cm, which meant we had to turn down orders for larger jobs. Completing more complex, high volume print runs could take several days, and we often faced reliability problems, such as paper jamming that slowed production further, and inconsistent quality. To improve the range and quality of our services, we looked for a new large format device that would increase production capacity and efficiency."



## SOLUTION

### Embracing the latest print innovation

While attending the FESPA Global Print Expo 2024 in Amsterdam, Colorpix took the opportunity to explore the latest innovations in the large format print market. Among the cutting edge solutions on show, one option on the Ricoh stand caught the eye of the Colorpix team: the all new Flora X20 UV Hybrid, powered by Ricoh.

Nicola Bianchi notes: “We already use Ricoh devices for small format printing, so we knew the quality of their solutions. When we assessed new large format printers, the Flora X20 powered by Ricoh’s unique technology and support, stood out for the superior performance and durability of Ricoh’s sixth generation piezo print heads, and the potential to use ColorGATE Productionserver software to streamline colour management workflows. It was an easy decision to move forward with the solution.”

Working with Ricoh, Colorpix installed and calibrated the unique X20 Ricoh Hybrid proposition on the floor of its print shop. “Ricoh helped us to complete the implementation and training process on the Flora X20 very quickly. The support from Ricoh’s sales, marketing, and services teams has been excellent — they are always proactive and responsive. We are proud to be the first user of the new X20 Ricoh proposition anywhere in Europe,” adds Nicola Bianchi.

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OWNER

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With the X20 Hybrid device, Colorpix can offer clients the opportunity to print output up to two metres in width — 25 percent wider than with the previous device. The hybrid device enables the company to print customised designs on rigid and flexible roll fed materials, including PVC banners, with automated media thickness detection, making life easy for operators during production. So far, Colorpix has used the X20 device in four colour CMYK mode, with new top class ink formulations selected by Ricoh, with high flexibility, adhesion, and dedicated ICC profiles, helping to ensure vibrant, striking colour output.

Nicola Bianchi continues: “ColorGATE Productionserver has proved extremely valuable, helping us to accelerate and optimise our daily prepress processes. The software is very easy for our operators to use, enabling them to manage and calibrate colour profiles before printing with real precision.”

## BENEFITS

### Higher productivity, controlled costs

With the new X20 Hybrid proposition powered by Ricoh, Colorpix has transformed its large format print capabilities, and is now in a stronger position to capitalise on growing client demand for banners, exhibition displays, posters, and other brand graphics. The new Ricoh printer provides the increased performance, flexibility, and capacity needed for Colorpix to

complete high volume print runs quickly and seamlessly, ready for delivery to business clients.

Nicola Bianchi continues: “With the unique Ricoh Hybrid proposition, we have streamlined and optimised our printing processes. The reduction in production times has been remarkable, even for complex jobs. For example, producing trade show displays would take four days to prepare on our previous device. With the Flora X20 powered by Ricoh, we can complete the print run in just one day, helping to improve client satisfaction.”

The new solution has also improved reliability and print quality, as Nicola Bianchi notes: “Where our previous large format device was often unstable, the X20 has proved extremely robust, enabling continuous production and consistent output. And, as we can print onto wider media, we can now accept orders for larger output.”

Thanks to the increased efficiency and reliability of the Ricoh proposition, Colorpix has also unlocked valuable cost savings. For example, fewer quality issues and paper jams mean there is no need to print output multiple times before it is ready for clients, preventing waste and cutting ink and substrate consumption and costs.

In addition, the deployment of the X20 has enabled Colorpix to reduce energy consumption during production. Equipped



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with LED lamps to cure the UV inks, the new printer uses significantly less power than traditional large format devices, helping the company to operate more sustainably and to control costs.

Nicola Bianchi concludes: “We have built a very strong partnership with Ricoh, based on transparent dialogue, continuous support, and innovative print solutions.

Whenever we meet the Ricoh team, they always offer valuable insights on how we can enhance our production processes. The deployment of the X20 Hybrid proposition powered by Ricoh has helped us to develop smoother, faster print operations, contributing to better quality of services for our clients.”

## 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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