



## CASE STUDY:

# Ricoh helps sweet supplier develop eco-friendly packaging



Needing to produce branded eco-friendly packaging, The Sweet People turned to Ricoh. A Pro™ C7200x running five colours is used to create high impact food-safe boxes and cartons.

## CUSTOMER PROFILE

The Sweet People is one of the largest suppliers of branded sweets in the UK and the Republic of Ireland. The company focuses exclusively on the business gift market, selling high quality confectionery in bespoke packaging to corporate clients. The branded sweets are used as promotional gifts and event merchandising.

The company's mouthwatering product range — there are nearly 500 sweets and cookies to choose from — includes Jellybeans, Cola Bottles, Love Hearts and Skittles, as well as own brand artisan chocolates. The confectionery lines are presented in cartons that are branded with the client's own promotional messaging.

Indeed, it is the branded packaging that makes The Sweet People's confectionery stand out. To add value and relevance to its merchandise, the company sources premium packaging materials, which it decorates in-house with eye-popping, on brand promotional messaging. The company's print and packaging processes are mission critical.



*We use the Pro C7200x to produce high impact packaging for confectionery. The fifth colour station adds value by allowing us to be more creative.*



Steve Hastie, Proprietor



## BUSINESS REQUIREMENTS

There is increased public awareness of the impact of plastics in packaging. Plastics are difficult to recycle and, as a result, most food packaging goes directly to landfill. With many businesses adopting sustainable procurement policies, The Sweet People sought a digital press that would allow it to print safely onto biodegradable packaging.

This presented a challenge. In the food sector, products are required to comply with rigorous safety standards. These apply not just to edible produce, such as confectionery, but to the packaging in which it is presented. To ensure that quality is not compromised, packaging materials and print must also comply with food safety standards.

To meet these standards, plastic is often used as a barrier layer in packaging. Whilst packaging board is available that uses naturally occurring barrier materials, it was not clear which digital presses would support printing onto the board or whether the print itself would comply with food safety standards.



Ricoh tested sustainable packaging materials with the device and arranged for its toners to be independently assessed for compliance with food safety regulations.

## RICOH'S SOLUTION

The Ricoh Pro C7200x is a five colour digital press. Perfect for The Sweet People's application, it prints vibrant four- and five-colour graphics at speed. Its specially formulated PxP toners and an oil-less fusing system enable it to produce beautifully rendered offset quality output on a wide variety of substrates.

Understanding the wider commercial requirements, Ricoh tested sustainable packaging materials with the device. An exhaustive evaluation process, undertaken at Ricoh's Customer Experience Centre (CEC) in Telford, England, demonstrated that the Pro C7200x could print reliably onto Delipac board.

To ensure full compliance with food safety standards, Ricoh also arranged for the device's toners to be assessed in an independent laboratory. Smithers certified the toners\*, confirming that they comply with food safety regulations, including Regulation (EC) No 1935/2004, Regulation (EC) No 10/2011 and Swiss Ordinance RS 817.023.21.

\*CMYK, Clear and White toners

## CUSTOMER BENEFITS

The Sweet People use the Ricoh Pro C7200x to produce high quality branded packaging for their confectionery lines. Business clients are delighted with the sustainable food-safe packaging. The five colour print process enables The Sweet People to create vibrant, on brand merchandising that really packs a punch.

As a production system, the Pro C7200x ticks all of the boxes. The Ricoh press is versatile and fast. Printing at speed, it enables The Sweet People to respond productively to short run, quick turnaround orders. And, using the fifth colour station, The Sweet People can easily add creative elements, such as a varnish motif, to collateral.

But it is Ricoh's support with development that has most impressed The Sweet People. Proprietor Steve Hastie explained: "Ricoth understood our commercial requirements and worked with us to identify and test food-safe packaging solutions. It gave us confidence to move forward with our investment in technology."

Ricoh's Customer Experience Centre actively supports clients with their business development and is now working with The Sweet People to identify and evaluate appropriate third party packaging systems. The aim is to establish an integrated inplant conversion process for bespoke and short run confectionery lines.



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Steve Hastie, Proprietor

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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.

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