



CASE STUDY:

DXME adds innovation and interactivity to the in-store retail experience with Ricoh

dxme®

Using Ricoh Direct to Garment printers, DXME enables retailers to offer personalised textile products, helping them to attract more business to stores, avoid overproduction, and increase cost-efficiency.

COMPANY & CHALLENGE

Founded in 2021, [Design Experience by Me](#) (DXME) represents a new concept in garment design and manufacture that uses innovative technologies to turn virtual experiences into personalised products. Based in Stockholm, Sweden, DXME works with fashion retailers, music promoters, expos, and events companies both on-site and remotely to create unique T-shirts, hoodies, and other merchandise.

Bricks-and-mortar fashion retailers have never faced a more challenging business environment. The growth of e-commerce has empowered customers to purchase without even leaving their homes, while the ongoing COVID-19 pandemic has left many potential buyers hesitant

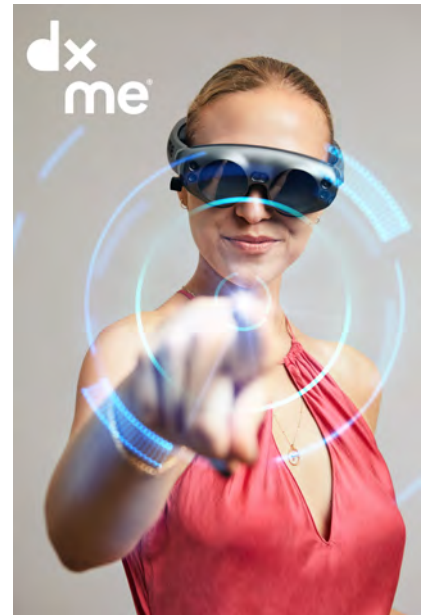
about travelling to stores. So how can retailers convince customers to make the journey to their location? Swedish startup DXME has a neat solution.

Peter Hagström, Co-founder and Creative Director/CTO at DXME, explains: "Many retailers pay high rates to lease premium real estate, and pack their stores with excess stock that they often end up selling at reduced prices. We aim to redefine the role of the physical store, helping retailers to offer an exciting and interactive experience that attracts more business and ensures customers leave with a smile on their faces."

To achieve this objective, DXME planned a unique service for fashion retailers that would enable end-customers to design their own personalised textile products.

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Tomas Stocksén, Co-founder and CEO



Store employees would print items there and then, right before the eyes of customers. As well as delivering an engaging experience, DXME believed the approach would generate major operational benefits for retailers, and alleviate the challenges of assortment planning.

Tomas Stocksén, Co-founder and CEO at DXME, continues: "Beyond fashion retail, we saw huge potential to work with events companies, museums, concert venues, and sports teams to improve their visitor experience and merchandising. To bring our concept to life, we decided to harness leading-edge technologies that would resonate with our clients' customers and enable them to take home customised products within minutes."

SOLUTION

To create an immersive in-store experience, DXME decided to use augmented reality (AR) goggles that allow visitors to explore thousands of potential text and imagery combinations, pinpoint their preferred design, and visualise their unique garment. Then to add the personalised designs onto T-shirts, bags, and other items, DXME selected RICOH Ri 1000 and RICOH Ri 2000 Direct to Garment (DTG) printers.

Tomas Stocksén explains: "We had a great experience running a proof of concept on Ricoh DTG devices at another company. More than the technology, we were impressed with the sales and technical support from Ricoh Sweden. As a small startup, having access to real expertise and thought leadership is so important. We are also excited by Ricoh's DTG roadmap and their partnership with innovative thread colouring inventor Coloreel."

So far, DXME deployed one RICOH Ri 1000 device at the official company launch at the World Expo in Dubai, plus RICOH Ri 2000 models in its demo room and at client sites such as Space, a digital culture centre in the heart of Stockholm. As its client list grows, DXME can simply contact Ricoh to lease another device and arrange transportation to the store location. Ricoh will also deliver comprehensive maintenance services.

The Ricoh devices enable DXME clients to print onto recycled materials as well as brand-new T-shirts, hoodies, bags, and other merchandise, as Tomas Stocksén notes: "Many retailers now want to emphasise sustainability as a competitive differentiator. Using our Ricoh DTG devices, our clients will be able to offer their customers the option to upcycle and add personalised designs to their older garments."



BENEFITS

Working with Ricoh, DXME has turned its innovative concept into a commercial reality. Feedback has been highly positive from visitors to the World Expo in Dubai and Space, with many enjoying the immersive AR element and the speed of the production process. From customers putting on the goggles to the delivery of the garment or textile product typically takes no more than four minutes.

Tomas Stocksén adds: "People really like being in control of the design of their own garment, and being able to get so close to the actual printing process. The positive reaction to DXME confirms that we have developed a compelling proposition that will enable retailers to add a new dimension to their in-store experience, helping them to drive more footfall to outlets and ultimately improve sales revenues."



The performance and robustness of the Ricoh solutions are very impressive. For example, our RICOH Ri 1000 model has run non-stop in Dubai for several months, despite sand and dust in the air creating a very demanding environment for print devices. As soon as Ricoh releases additional models in its range of DTG printers, we will certainly look to explore the options and invest further.

Peter Hagström, Co-founder and Creative Director/CTO





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Peter Hagström, Co-founder and Creative Director/CTO



As well as Space, DXME has won several other high profile clients in Sweden, including music act Oscar Zia and sustainable clothing retailer TransparALL. Moving forward, DXME feels confident about achieving rapid growth, as Peter Hagström adds: "COVID-19 travel restrictions mean we have hardly promoted ourselves, but we have had lots of interest from events companies and leading ice hockey and football teams."

DXME is also helping its clients to unlock valuable efficiencies. Printing personalised items on demand means retailers simply need to store plain white and black T-shirts, hoodies, and other merchandise. As a result, the approach helps clients avoid overproducing and stockpiling products with standard designs, freeing up in-store shelf space and potentially removing the need for cut-price sales to shift excess stock. And when not producing customised designs, clients can use the Ricoh devices to create popular products in small batches.

Peter Hagström concludes: "Ricoh DTG printers and support services have played a crucial role in bringing our concept to the market. As we continue to win new business, we intend to place Ricoh devices in the windows of our clients' stores, where they will have a really strong visual impact and help to draw in customers. We have a great relationship with Ricoh, and we are looking forward to the next stage in our partnership."

ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter.

With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).