



CASE STUDY:

UK commercial printer builds product quality and operational efficiency on Ricoh production print technology and 5th-colour innovation



EXECUTIVE SUMMARY

Name: Twenty 10 Digital

Location: Northampton

Activity: Commercial Print

Challenges

- Existing technology end of life
- Meet growing and changing customer demand
- Some print devices not meeting quality standards

Solution

- Ricoh Production Print
- ASL service and support

Benefits

- Delivers a 50% increase in print speed and efficiency
- 5th-colour improves specialised printing time, quality and ease
- Stops the need and cost of outsourcing complex jobs
- Improved environmental printing
- Cuts energy consumption by 40%
- Reduces print operating costs

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PAUL RILEY,
MANAGING DIRECTOR,
TWENTY10 DIGITAL

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Commercial printer, Twenty 10 Digital took a strategic decision to produce virtually all of its work on Ricoh production print technology, making it the 'lifeblood' of the business. As a result, it has reduced operational costs, increased the efficiency and quality of specialised 5th-colour work, improved environmental credentials and made printing faster and more productive.

CHALLENGES

“Print is not dead!” said Paul Riley, managing director of Twenty 10 Digital. “Despite the huge shift to digital technology, people still want and, indeed, need something they can hold in their hands.” In fact, Twenty 10 is a thriving commercial printer and much of that is down to great customer service and the quality, speed and efficiency of a recently-installed Ricoh Production Print solution.

Twenty 10 is a commercial printer in Northampton providing a range of digital, wide-format, management and finishing print services across the retail, creative, corporate and education sectors. Customers span small, local businesses and organisations like Northampton County Cricket Club to multinational businesses like Suzuki and brands such as The National Gallery.

The business wanted to upgrade its digital print capability since its existing devices had reached end of life and needed replacing. It also wanted to replace other devices that did not meet the company's exacting quality standards. Also, with improvements in print technology and capability, customers were demanding more innovative and high-quality print products and faster turnaround times.

Twenty 10 has used several different production print suppliers but had made a strategic decision to focus on Ricoh.

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SOLUTION

Working with Ricoh business partner ASL, Twenty 10 has deployed a Ricoh Production Print Solution comprising a new Ricoh Pro C7500 digital colour press to complement the company's existing Ricoh Pro C7100 printer. The Pro C7500 includes Fiery print management software and Ricoh's new Graphic Communications Operating System engine controller for improved efficiency and intuitive and simple machine operation. The Ricoh solution sits alongside additional print finishing and specialist equipment enabling Twenty 10 to provide customers with a one-stop-shop print service.

One of the standout features of Ricoh production print technology is 5th colour which goes beyond CMYK colours and enables commercial printers to produce high-value, premium products with an additional colour range including gold, silver, clear, white, neon yellow, neon pink and invisible red toner. "One of our clients has an orange logo, but you can't get orange with the usual four-colours, so you have to stop the printer and put in orange ink. But Ricoh's 5th colour allows us to use neon pink with yellow to produce a strong and vibrant orange in a single pass. It is quicker and much more efficient," said Riley.

There are other useful features of the Ricoh Pro C7500 that make it easy to use, such as on-screen prompts when maintenance is needed. The device helps Twenty 10 enhance

its green credentials with environmentally friendly toners and lower energy consumption. Since replacing an existing printer with the Ricoh Pro C7500, Riley estimates electricity use has been cut by 40%, reducing monthly bills from £500 to £300.

ASL has been so impressed with the way Twenty 10 set up and uses the Ricoh Pro C7500 that it has used Twenty 10 to demonstrate Ricoh print technology to other prospects.

BENEFITS

With deployment of the Ricoh Pro C7500, Twenty 10 has removed its non-Ricoh branded devices with Ricoh production printers now handling 98% of the company's work. "Ricoh production printers at Twenty 10 are the lifeblood of the business," said Riley.

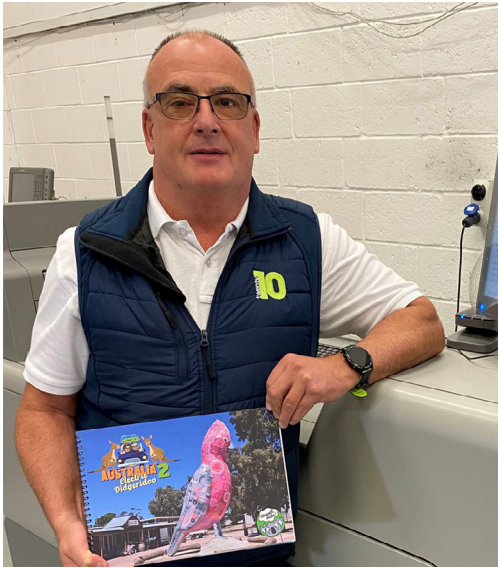
Against other brands, Twenty 10 found Ricoh technology more cost effective and productive. "Ricoh devices cost less, are more environmentally friendly and are easier to use compared to other production print brands. Some of the other products we've used, took us a day to set up whereas Ricoh printers are plug and play. We have used Ricoh production print devices for several years now and they are so reliable," said Riley.

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Ricoh 5th colour is all about the gamut of unusual colours you can use to make vibrant, dramatic products. Some of the things we've been able to print are unbelievable. We can offer customer work that is dramatically different and striking for minimal extra cost. We designed and printed a 25th anniversary brochure for a company and used a spot-clear varnish on the 2 and the 5 to make it pop out.

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One of the benefits of the Ricoh solution has been to enable Twenty 10 to bring in house some of the work it was outsourcing. “Before the Ricoh Pro C7500 we were turning away work like an A4 landscape brochure because we could not duplex at the same time. Re-running a sheet through a printer often meant registration could be slightly out. The Ricoh Pro C7500 handles complex jobs like this in a single run which means we can do this kind of work entirely inhouse,” said Riley.

Twenty 10 has also found that the Ricoh Pro C7500 is up to 50% faster and more efficient compared to competitive products. “We print greeting cards for a company in Wales. It took our previous device about a day and a half to print 6,000 sheets. The Ricoh printer does the same job in less than a day, and it is better quality,” said Riley.

Ricoh technology also helps Twenty 10 produce high-quality, striking work which is critical for some clients like creative agencies that need to impress their customers. “Ricoh 5th colour is all about the gamut of unusual colours you can use to make vibrant, dramatic products. Some of the things we've been able to print are unbelievable. We can offer customer

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Twenty 10 even used Ricoh 5th colour to produce highly colourful and striking Charlie and the Chocolate Factory style promotional material.



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Solutions / Products

- Ricoh digital colour presses
 - Ricoh Pro C7500
 - Ricoh Pro C7100
- Fiery print management software
- Ricoh Graphic Communications Operating System engine controller

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 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment 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.co.uk

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