

## Case Study

Acculith Repro  
Digital Print  
Production Print - Commercial

# Small, commercial printer set to double turnover with Ricoh production printer



Within weeks of installing a new Ricoh production printer, Acculith Repro a small North London-based commercial printer, has seen a flood of new business and customers changing their existing suppliers to join

Acculith. The Ricoh printer has significantly improved quality and as a result the business expects its turnover to increase by at least 50 percent.

## Executive summary

**Name:** Acculith Repro  
**Location:** Barnet, North London  
**Size:** 2 employees  
**Activity:** Commercial digital printing

### Challenges

- Change in business structure meant greater focus on digital print services
- Existing print equipment, only two years old, was not up to quality standards
- Some new digital printers did not meet print quality Acculith Repro wanted to deliver

### Solution

- Ricoh Production Printer

### Benefits

- Expected to increase business turnover by up to 50 percent
- Enables an SME to achieve and exceed business growth plans
- Attracts new customers and customers from competitors
- Cuts print job time by as much as 75 percent
- Maintains and improves reputation for delivering high quality

## Case Study Acculith Repro

### Challenges

Acculith Repro is the newly-formed digital print arm of a printing business set up in the 1970s. Acculith Repro provides a wide range of commercial printing services to local printers and other businesses in and around North London as well as nationally. Customers include the Institute of Directors and The National Trust. Acculith Repro also handles digital print jobs for other commercial printers.

Over the last few years Acculith Repro had invested in digital printing equipment. But it was now finding that the equipment was getting old and was not providing the kind of quality that modern digital printers were delivering. It was around this time that the Acculith Repro had set up as a separate business arm to the lithographic print part of Acculith and so the company decided it was time to invest in a much more robust and high-quality digital printing capability.

### Solution

Gaby Purton, owner and director at Acculith Repro, says, "We had considered a number of different digital printer suppliers and then we whittled it down to two that we tested by giving them the same print job. I have to say that there was absolutely no comparison with the quality that the Ricoh printer was able to produce."

One of the issues that Acculith Repro found with both its existing digital printers and some of the more modern equipment it looked at was a problem reproducing solid colour.

"When it came to solid colour, our old digital printer was producing material that had ghosting, waves and lines. So when we were printing brochures or business cards that use solid colours like blacks or blues you could see it wasn't quite a solid colour. Even when we tested some of the new printers we were looking at, there was still an element of ghosting. But when we tried the Ricoh digital printer there was no problem. In fact the quality of production from the Ricoh printer is very close to litho printing output."

Acculith Repro's new digital printer is a 65-page-per-minute, colour and mono Ricoh Pro C651 production printer which the company uses on jobs for its own customers and for other commercial printers.



### Benefits

Purton says, "We've only had the new Ricoh printer for two weeks and we are absolutely delighted with it and so are our customers. And in that short period we've already gained new business, actually from one of our competitors. We'd been Tweeting and telling everybody about the new Ricoh equipment and this customer came to us and asked us to do a proof. They were astounded by the quality and as a result we've now started doing a lot of their printing."

Purton added that as result of the quality of the Ricoh printer, a local printer that had been outsourcing its digital print jobs to other printers, has now decided to work with Acculith Repro.

The new Ricoh digital printer has given Acculith Repro the capability to expand its digital printing business because it enables the company to carry out print jobs faster and to a better level of quality. "With the Ricoh printer we can agree to do jobs that we simply couldn't have taken on before, such as multi-page documents which before took too long and which our previous equipment simply couldn't handle. In just a few weeks since using the Ricoh printer, we've seen a significant increase in business; I would say as much as 50 percent," says Purton. "If it carries on like this, then there will be a huge difference to our turnover and, more importantly, our quality."

Acculith did a test to compare how long it used to take to produce a job with the improved speed that the Ricoh printer was able to achieve. Previously, printing 250 business cards on both sides on 300gsm card would take around 20 minutes. On the Ricoh printer it took just five minutes - a 75 percent saving - with the whole job totally automated instead of having to reload the card to print on reverse.

*continued overleaf*

## Case Study Acculith Repro

Another advantage of the Ricoh printer is compatibility with all the standard design and print software. Instead of having to load a job on to a memory stick and physically upload it into the printer, jobs can now be sent directly to the Ricoh printer and queued until they are ready to print off. Purton says, "All the additional things like managing print jobs and administration tasks for the Ricoh printer have sped up no end."

Purton adds that rather than just being a new piece of equipment, it is the quality and capability of the Ricoh printer that has made all the difference compared to the previous digital printing equipment which was only two years old.

Purton says, "Our objective for Acculith Repro is to increase the business by at least 25 percent each year. Before we had the Ricoh printer it was doubtful whether we could achieve that, but now I have no doubt that we are going to be there or even further than we expect in the next financial year. What drives us is quality. We have customers that have been with us since 1980 so we very much care about what we produce for them."

### Ricoh Solution/Products

- Ricoh Pro C651

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Gaby Purton, Owner and Director at Acculith Repro

