



Paragon

DM specialist uses inkjet platform to print personalised asset statements

Ricoh Pro™ VC60000 selected because it supports gloss coated offset stock

UK's largest producer of direct mail

Paragon Customer Communications is the UK's largest producer of direct marketing print collateral. Part of the €600 million turnover Paragon Group, the company processes around three million marketing pieces every day for a blue chip client base that includes banks, telecoms and utilities.

Gloss coated print has a high perceived value and, to add impact to its clients' print communication, Paragon increasingly uses gloss coated stock for direct marketing collateral. The company also produces over 50% of British asset management statements. The personalised statements, which are printed on regular media, are time critical and demand a fast production turnaround.

High speed inkjet press delivers offset quality

Meeting these different production requirements presented a challenge. Paragon was looking for an inkjet press that could produce collateral of offset quality on gloss coated stock and also fulfil general production duties. Ricoh's Pro VC60000 continuous feed inkjet press offered a one stop solution.

The Pro VC60000 is the only inkjet press that supports gloss coated offset stock. To achieve similar results with other presses, it is necessary to use specialised inkjet stock. Using the Ricoh platform to produce affordable, high quality print on a variety of media, Paragon doubled its production volume in less than a year.

PARAGON
Customer Communications

300m

A4 impressions
one year

"The Pro VC60000 platform delivers efficiencies in terms of cost, flexibility and production lead time. It has increased our headroom and capacity."

Fraser Church, Head of
Creative Development, Paragon
Customer Communications

RICOH
imagine. change.

"We use gloss coated stock to enhance quality. The Pro VC60000 is helping us to transition high value direct marketing collateral from offset to inkjet."

Fraser Church, Head of
Creative Development, Paragon
Customer Communications



Outstanding speed and flexibility

Direct marketing is a demanding high volume, fast turnaround business and, for Paragon, speed and flexibility were key selection criteria. Ricoh's Pro VC60000 continuous feed inkjet presses ticked all the boxes. Paragon has two duplexed Pro VC60000 lines, each capable of producing over 120,000 A4 impressions an hour.

Both lines are equipped with undercoat and protector coat units. These are critical to Paragon's production process. The undercoat unit allows Paragon to print vibrant, full colour graphics onto regular gloss coated offset stock. The protector coat unit is then used to apply a durable scratch resistant finish to the documents.

Increased capacity and headroom

Crucially, gloss coated offset media costs less to buy than inkjet paper, allowing Paragon to produce high quality output at a more affordable unit cost. The output quality is outstanding. Printed on gloss coated offset stock, Paragon's direct marketing collateral has a look and feel that is consistent with offset production.

Ricoh's high speed digital platform is proving to be a revelation. Delivering outstanding quality across a wide range of substrates, it has allowed Paragon to consolidate production, increasing capacity and headroom. Indeed, the speed and flexibility afforded by the platform is such that Paragon has doubled its throughput in less than a year.