



Pondres

Pro VC60000 inkjet press
boosts production quality

Inkjet press produces high impact personalised marketing collateral

Multichannel communication services

Pondres is a Dutch full-service print provider and expert in data-driven marketing. Using its powerful Customer Communication Management (CCM) platform, Pondres manages personalised omnichannel marketing campaigns for its clients, which encompass print, direct mail and e-fulfilment.

These targeted multichannel campaigns ensure consistent messaging and drive customer engagement. Faced with growing client demand for its services and keen to further enhance quality, Pondres, an early adopter of inkjet technology, reviewed its production platform.

Offset print quality

Inkjet print technology has developed rapidly in recent years and Pondres was looking for a new high-speed press that would allow the company to expand its product range by producing personalised marketing communication of exceptional quality at an affordable price.

Following a detailed review of vendors and technology, Pondres selected the Ricoh Pro™ VC60000 with a TotalFlow Print Server. Capable of producing over 120,000 A4 impressions an hour, Ricoh's continuous-feed inkjet press delivers vibrant, data-driven marketing communication of offset quality.



10^m

impressions in first month of
production

"The Ricoh Pro VC60000 is opening up new worlds for us. With the Pro VC60000, we have been able to enhance print quality and introduce new products and services that benefit our clients' businesses."

Jeroen Beckers
Board Member, Pondres

RICOH
imagine. change.



"The partnership with Ricoh enables us to meet the constantly changing demands of our customers. It is clear that Ricoh shares our vision for the future."

Jeroen Beckers
Board Member, Pondres

Strategic business relationship

The Pro VC60000 uses Ricoh's drop-on-demand inkjet technology and water-based pigment inks to print large volumes of personalised communication onto a wide variety of media, including coated offset stock. The production speed, output quality and unit cost compare favourably with offset.

But the relationship with Ricoh extends much further than just the provision of a new state-of-the-art press. Ricoh has become a trusted partner to the company, advising Pondres on its strategy and helping the company to explore new vertical and horizontal market opportunities, such as book printing.

Stand out communication

In addition to the Pro VC60000, Pondres has invested in toner-based Ricoh Pro™ C9110 and Ricoh Pro™ 8120 cut-sheet presses, which increase flexibility and capacity. The company has also enhanced its meeting facilities, installing Ricoh digital projectors and an interactive Ricoh D5500 whiteboard.

The partnership with Ricoh has helped Pondres to re-establish its competitive edge. The quality of its marketing communication really stands out. Using the new Pro VC60000 inkjet press, Pondres is able to produce personalised collateral of exceptionally high quality, on demand, at an affordable price.