



CASE STUDY:

BISON delivers standout brand experiences with Ricoh's high-quality print and 5th colour innovation

BISON®

EXECUTIVE SUMMARY

Name: BISON

Location: Maidstone, Kent

Size: 10 Team Members

Activity: Print & Brand Communication

Challenges

- Support competitive advantage and product differentiation
- Existing print equipment at end of life

Solution

- Ricoh Production Print
- ASL service and support

Benefits

- Underpins business and product differentiation strategy
- Delivers innovative, striking and unusual products
- Competition-beating 5th colour capability
- High-quality, reliable digital colour production printer
- Complements low-energy, low-carbon sustainability



We are more than printers - while print is part of what we do, our ethos is helping clients stand out in a crowded market space and getting the one thing that businesses crave - attention. Print is a great medium because it can stop someone and grab their attention and technologies like Ricoh help us do that. The key thing is not just a printed item, but the impact that clever, creative print can have in attracting and winning clients.

MARK BIDEWELL,
MANAGING DIRECTOR,
BISON



One of the markets most advanced digital colour production printers, the Ricoh Pro C7500, is helping BISON, a bespoke print and creative company, differentiate its brand and products. In particular, the Ricoh printer's 5th colour capability enables BISON to produce innovative, striking and stand out print items, many of which client would never have thought possible.

CHALLENGES

"Henry Ford once said if he had asked people what they wanted, they would have said faster horses," reflects Mark Bidewell, Managing Director of BISON, a forward-thinking UK brand communication business. "The idea of staying one step ahead and anticipating client needs captures the spirit with which we aim to serve them. And it is technology like Ricoh's 5th colour printing helping BISON give clients eye catching, dynamic products they never imagined were possible."

Based in Southeast England, BISON is a bespoke print and creative company working with clients including the NHS, Kent Police, NFU Mutual, and the Science Museum in London. Established in 1976 as a paper importer, the business has evolved to offer a wide range of services, from brand design and marketing print to window, wall and floor graphics, vehicle livery, signage, and outdoor media. Recent projects

include large-scale 3D illuminated signage for an indoor football experience at Bluewater, high-resolution graphics for an 8-metre curved wall, as well as brand and icon development, signage, stationery and adoption packs for The Big Cat Sanctuary.

To deliver this level of original and bold products for clients, BISON has a range of sophisticated production print technologies including Ricoh digital colour printing presses. "We had several different production print brands which were fine, but they tend to lock you into using only their products. Then Ricoh appeared on my radar, and it was different. I love Ricoh's can-do attitude. It is innovative and prepared to try out new things, even involving competitors, to help its clients succeed," Bidewell explains.



BISON's existing Ricoh production printer – a Ricoh Pro C7100 – had reached end of life and the company was looking to replace it and take advantage of new print features to continue delivering standout, high-impact products to clients.

"There was no reason to leave Ricoh because we were so happy with our existing Ricoh press. We did due diligence just to check what other brands offered, but if anything, the gap between Ricoh and the rest is now even bigger," Bidewell notes.

SOLUTION

With support from Ricoh business partner ASL, BISON has upgraded its Ricoh Pro C7100 with the latest model in the range, the Ricoh Pro C7500 running Fiery print management software. "The Ricoh Pro C7500 is a brilliant piece of kit. Every day we discover something new - features that are both clever and creatively disruptive. I've not seen anything that consistently ticks all the boxes like Ricoh," Bidewell adds. "BISON does not just sell ink on paper; we offer our clients different and diverse products. We needed a printer that could support that now and, in the future, and that's why I am glad we have the Ricoh Pro C7500."

The new Ricoh digital colour press, supplied by ASL, sits alongside a range of other print devices including wide-format printers, CNC cutters, laminators and finishing equipment. One reason for investing in Ricoh's Pro C range of production presses is its 5th colour capability which can handle seven specialist colours. BISON has already started using white and clear inks and is now looking at adding other colours such as neon pink, neon yellow, gold and silver.

"The Ricoh Pro C7500's reliability is easy to take for granted - we rarely need an engineer, which is something we're genuinely grateful for. Minimal downtime and outstanding performance make a real difference," says Bidewell.

BISON uses the Ricoh press for projects such as four-colour leaflets, brochures, and flyers. Now, it is pushing creative boundaries by producing thicker, tactile pieces like foiled luxury invitations. "We're looking beyond standard digital print," Bidewell explains. "Our goal is to create prestige print products - three-dimensional, visually stunning, and irresistible to the touch. While some might see print as old-fashioned, we believe it's never been more powerful. Just think of the difference: receiving a wedding invite by email versus a beautifully crafted card with embossed gold detailing. One you forget, the other you keep."

“

The Ricoh Pro C7500's reliability is easy to take for granted - we rarely need an engineer, which is something we're genuinely grateful for. Minimal downtime and outstanding performance make a real difference.

MARK BIDEWELL,
MANAGING DIRECTOR,
BISON

”



BENEFITS

The Ricoh technology enables BISON to broaden the range of distinctive and unconventional print work it can produce, such as 5th colour inks, thick substrates and banner sheets. Along with its complementary print equipment, the Ricoh press is helping BISON offer new and groundbreaking products and services to its clients. "Because BISON's creative base combines art and science, we can develop solutions clients often didn't realise were achievable. Take Ricoh's 5th colour capability for instance, at first, clients were intrigued by our use of white ink - but once they saw the results, they quickly understood the creative possibilities that enables us to produce some amazing output," Bidewell remarks.

For BISON one of the advantages of the Ricoh Pro C7500 is quality, but specifically when it comes to 5th colour printing. To achieve strong, vibrant colours such as white, printers 'double hit', effectively printing the colour twice. The registration on the Ricoh Pro C7500 is so accurate - even with very small text - it avoids the risk of blurred text. Alternatives didn't measure up, Bidewell acknowledges. "Rico's quality, particularly with 5th colour accuracy, is unmatched."

With its plant-based inks and features for low energy use, Ricoh technology complements BISON's progressive sustainability measures. This includes a 'planet first' strategy comprising of 100% renewable energy, majority of which from solar panels, electric vehicles, and a heating/cooling system that reduced carbon emissions by over 75%.

"We work with cosmetic brands, producing items like cruelty-free notices, so we can't use materials that have been tested on animals or contain animal-derived ingredients," explains Bidewell. "It really showed the lengths Ricoh will go to support its customers - they even escalated our query all the way to head office in Japan. The verdict? Yes, Ricoh inks are vegan... we just don't recommend eating them!"

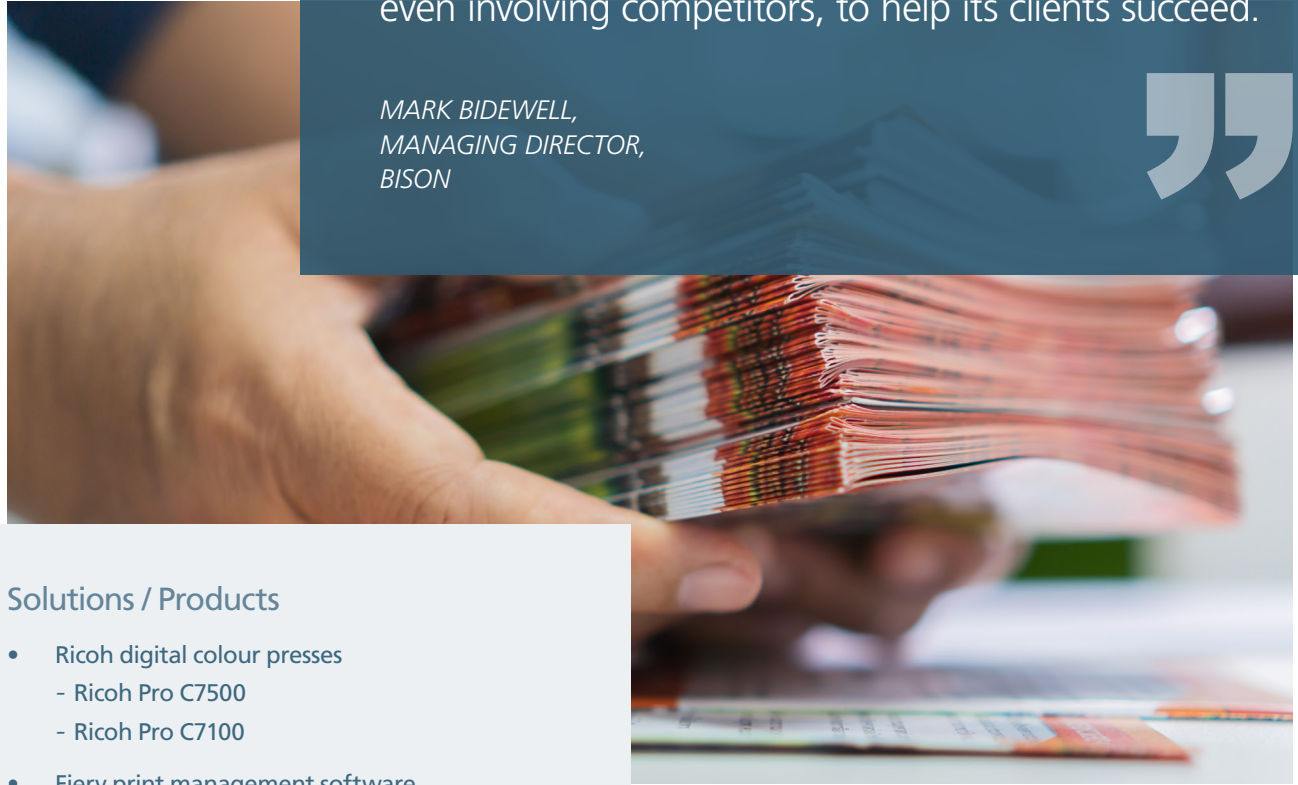
As Bidewell concludes, "We are more than printers - while print is part of what we do, our ethos is helping clients stand out in a crowded market space and getting the one thing that businesses crave - attention. Print is a great medium because it can stop someone and grab their attention and technologies like Ricoh help us do that. The key thing is not just a printed item, but the impact that clever, creative print can have in attracting and winning clients."

“

We had several different production print brands which were fine, but they tend to lock you into using only their products. Then Ricoh appeared on my radar, and it was different. I love Ricoh's can-do attitude. It is innovative and prepared to try out new things, even involving competitors, to help its clients succeed.

MARK BIDEWELL,
MANAGING DIRECTOR,
BISON

”



Solutions / Products

- Ricoh digital colour presses
 - Ricoh Pro C7500
 - Ricoh Pro C7100
- Fiery print management software

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

RICOH
imagine. change.

www.ricoh.co.uk

The facts and figures shown in this brochure relate to specific business cases. Individual circumstances may produce different results. All company, brand, product and service names are the property of and are registered trademarks of their respective owners. Copyright © 2025 Ricoh Europe PLC. All rights reserved. This brochure, its contents and/or layout may not be modified and/or adapted, copied in part or in whole and/or incorporated into other works without the prior written permission of Ricoh Europe PLC.