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Ricoh's pocket rocket, the Pro C901 delivers speed + quality output

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## Printer hits on ideal business model: buy machine one day, win job the next

26 Mar 2013 | [Nick Bendel](#) | [Comment now](#)

Industrial Printing Company installed its second Ricoh Pro C901 and immediately won a job worth 10% of the machine's price.

The Lithgow-based trade printer installed its second C901 on 21 March and booked an order for 400 160pp perfect-bound full-colour books on 25 March, said general manager Steve Scott.

The speed of the \$105,000 C901 was essential in landing the \$10,000 job, he told *ProPrint*.

Scott said it was a one-off order, but that it might result in further work now that the client understood Industrial Printing's capabilities.

The 45-staff firm is the only regional printer to operate two C901s.

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The new C901 has replaced a three-year-old Ricoh Pro 1357 and four-year-old Konica Minolta Bizhub Pro C6501, which had already been sidelined due to their age, said Scott.

He added that Industrial Printing had not only instantly doubled its digital capacity, but had also bought itself valuable insurance.

Industrial Printing will still have one C901 operational in the event of a breakdown – a particularly important point for a regional business that typically has to wait longer for service calls than city rivals.

The firm's two fulltime mechanics can also switch parts from one Ricoh to the other if necessary.

Scott told *ProPrint* said although digital machines typically needed to be replaced every three years, the C901 might be good enough to last five.

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