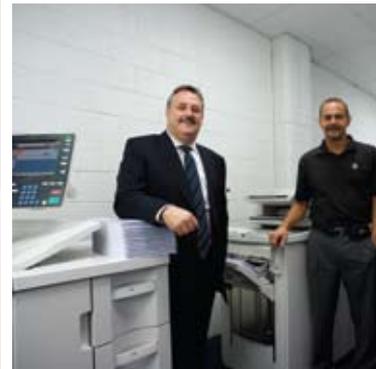


smallPRINT
and Ricoh



“

The Ricoh machines have increased our
black and white printing capacity by 52% and
reduced our printing cost by 30%

”



smallPRINT:

Providing the best customer service

smallPRINT define business improvement by their ability to provide quality and customer service efficiently without compromise

Background: From local to global

Established in 1998 by Sue Smallacombe and Gary Jackson, smallPRINT writes and prints learning and assessment support resources to assist Registered Training Organisations to deliver training and assessment services. Initially working closely with their customers, smallPRINT developed their capability in developing assessment manuals. Over time they evolved into writing high quality learning and assessment support resources.

smallPRINT started as a small business run out of a spare bedroom. It consisted of a plastic comb binder, a manual single hole drill machine and a small simplex 8ppm printer. Paper had to be fed through twice to duplex with two hourly alarms set to reload it with paper throughout the night.

From there, smallPRINT moved out of the spare room to occupy a 200 square metre space in a building. Growth continued to the point where the business is now the sole occupier of their 1500 square metre premises.

Operating out of Adelaide, they supply material to organisations in all Australian capital cities and most country areas, along with the USA, UK and SE Asia. They are continually updating and adding new products to their range and have also added the ability to customise and personalise their products for clients.

Challenge: Keeping up with the demand

From that single printer, smallPRINT grew rapidly to the point where the business was running four million impressions per month, servicing clients located around the globe. Their success was due in part to a premium client service ethos and a unique and efficient business model. The task at hand was to create a streamlined production capability to continue the business' growth strategy.

To keep up with their quick expansion, numerous printers of various capabilities and speeds had been purchased to the point where they were running seven 50ppm machines and two 25ppm colour machines, accumulated over four years. In terms of finishing

capabilities, they used an offline core finishing process of wire binding and four hole punching with tabs and indexing.

Realising the need to consolidate their equipment to allow for growth, improve workflow and better utilise floor space, the company looked to invest in new machines to assist the delivery of their strategy.

Production Manager for smallPRINT, Lyn Hood, explains "smallPRINT wanted to ensure that our current high quality product materials would suit any purchased equipment, allowing us to increase production without increasing our costs while maintaining high product quality standards."

The answer: A strategic partnership

As an existing customer of Ricoh, smallPRINT's print room consisted of an Aficio MP 9000. The device was well utilised and competently handled the increasing volumes being produced. As smallPRINT's volume increased, more production devices were installed, including a Ricoh Pro 1356EX, a monochrome 135 impressions per minute production engine with finishing capabilities.

However as volumes continued to increase, smallPRINT realised the need for a strategic printing plan and requested that Ricoh help develop a long-term asset acquisition strategy.

"We were in the market to build our capability and exploring options. Our previous and favourable experience with a trusted, reliable Ricoh Production Specialist was the reason for the initial contact with Ricoh to support our endeavours," said Hood.

After collaborating with smallPRINT, Ricoh's team of production specialists offered smallPRINT a strategy to help them maximise business opportunities and growth. All indications were that volumes were going to continue to increase. Therefore Ricoh proposed to assist smallPRINT move from a mixed light production environment to a true production environment, with Ricoh's latest range of black and white devices offering additional efficiencies. Colour capabilities would also be ramped up appropriately to allow for improved impact and personalisation.

The result? Ricoh installed two Aficio MP C7500 devices, the first colour machines Ricoh have installed for smallPRINT, enabling them to



“

We were in the market to build our capability and were exploring our options. Our previous and favourable experience with a trusted, reliable Ricoh Production Specialist was the reason for the initial contact with Ricoh to support our endeavours.

”



smallPRINT staff members working on the Ricoh Pro 1356Ex

print quality colour documents and improve printed colour productivity by 66%. On top of that, four additional Ricoh Pro 1356Ex production monochrome devices have been acquired by smallPRINT to drastically increase capacity and their ability to turnaround jobs more quickly, eliminating the need for running additional shifts in the print room.

Throughout the sales process, Ricoh's production team worked closely with smallPRINT to ensure the transition to the new equipment would go smoothly and not affect their production demands.

"Ricoh conducted print quality testing and material trials to ensure our product standards and reliability using our material would be sustained," said Hood. "Ricoh's support structure provides responsive service which is hassle free. The relationship has developed and grown with smallPRINT's business requirements."

Conclusion: More room to grow

smallPRINT are now confident that they will be able to sustain a productive and quality output with the Ricoh devices and the support and service of Ricoh's production team. The service and support staff continues to play a vital role in ensuring smallPRINT's devices

are performing to expectation and have a sound knowledge of the business' operation and requirements.

The new machines have allowed smallPRINT to consolidate their production equipment, reducing floor space while increasing their capacity.

The functionality of the Ricoh devices has had a direct labour saving of \$70,000 per year, with a labour saving per order of about \$30 per hour, due to the increase in speed and finishing capabilities. "The Ricoh machines have increased our black and white printing capacity by 52% and reduced our printing cost by 30%," added Hood.

Now that smallPRINT have the right equipment in place to drive their future growth plans, they are currently looking at Ricoh's production solutions to help add further improvements, including the opportunity to further increase efficiencies through MIS and workflow considerations.

Product code: 950457
Printed on the Ricoh Pro C900