

# WA Department of Agriculture & Food and Ricoh's Pro C900



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**Ricoh**  
**Production**  
**Printing**

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# WA Department of Agriculture and Food: Providing the best possible service - the Pro C900

## How Ricoh Australia's first Pro C900 instantly improved quality and lowered costs

### Background: In-demand printing

The role of Western Australia's Department of Agriculture and Food is diverse, as they are entrusted with the lead role in food industry development, biosecurity and natural resource management. The Department's primary objective is to provide the best possible service and make a valuable contribution to the sustainable future of Western Australia's agriculture, food and fibre industries. With a mission to enhance the international competitiveness of the state's agribusiness by working with them to meet the increasingly demanding standards for safety and quality of food and fibre products, the amount of information they produce and share is massive.

Servicing approximately 1,100 clients, the regional WA inplant printing room of the Department, located in South Perth and servicing the region, produces a diverse range of material covering the many areas under the agriculture and food legislative umbrella. This means everything from newsletters, annual reports and updates on pests & weeds, agribusiness through to research reports covering horticulture, livestock and the environment.

### Challenge: Winning back business

With so much information to share, the South Perth Print Unit for the Department were finding it impossible to keep up with volume. The printing services used a number of low end printer/copiers which were unable to cope with the high demand and quality required. As a result, a significant proportion of publications and print jobs were outsourced.

The Department realised that an investment in the Print Unit would improve the quality of output, bringing back customers internally while lowering the costs. This would help meet their overall strategy to improve how services are met, whilst at the same time reducing cost.

"We were using four low end printers that serviced approximately 1,100 clients internally through South Perth and regional offices. A large part of our service is on-demand printing for their internal customers," the Project Manager for the Department explained. "We

were not able to either cope with the deadlines or provide the quality and finishing. Therefore much of the work was being outsourced."

With the service contracts of most machines expiring, the Department released a Request for Tender to invest in new high volume colour printing equipment to better match their growing needs. They also wanted to bring the Print Unit in line with the Department's broader strategy of "focusing on how we are going to do our business rather than what we are going to do."

Realising that the Department could offer a value-add service for internal customers that improved quality while reducing costs, they searched for a solution that offered better speeds, improved quality and advanced finishing options. "We needed machines that would allow us to 'gear up' to the changing needs of printing," says the Project Manager.

### The answer: A device with service that surpasses expectations

After evaluating all the tender responses, the Department determined that Ricoh proposed the best solution and service for the future needs of the business. Specifically, Ricoh's service levels, pricing and the availability of the technology and machines appealed to the Print Unit's needs.

As a result the Print Unit of the Department of Agriculture purchased Ricoh's flagship production colour device, the Pro C900. Officially launched in February 2009, it features the fastest speed in its class, a constant 90 ppm in full colour with an average monthly print volume of 170,000 and duty cycle of 400,000. Along with a scanner and host of inline finishing capabilities, it boasts the first fully automated ring-binder finisher.

"We were happy with the quality of the Pro C900 during the demonstration. Also, we were treated honestly by Ricoh from the very beginning. They gave me the correct information and could deliver the results they were promising," the Project Manager added.

Ricoh provided two colour machines on loan in between the order placement and installation to help the Print Unit meet their workload.



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**Pro C900**



The Print Unit & Ricoh staff celebrate the installation of the Pro C900

"Ricoh instantly provided better service, and it was there for us throughout the whole sales and installation process," the Project Manager said.

Australia's first Pro C900 install was highly successful, with the machine up and running within three hours.

"The team at Ricoh helped us ensure that the print room would be best configured to provide the best quality and environment for the Pro C900," explained the Project Manager. "We have big roller doors that open to the car park which Ricoh advised would seasonally affect quality of the machine's output. We reshuffled as needed, with Ricoh's advice, to ensure that we achieve the optimum results from the equipment."

"After the initial install, the Ricoh staff spent time calibrating and getting the machine up and running to our requirements, training our staff and ensuring we were comfortable with the machine."

This included the Pro C900's inline finishing, including Cover Interposer, GBC StreamPunch III, 3000 sheet finisher and

PlockMatic Booklet Making System incorporating Square end fold and Trimmer unit.

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The benefits are better than expected. The Print Unit is experiencing reduced costs, better service and quality. As a result they are winning back business from internal stakeholders. Plus, the colour segment of the business is now growing due to the success of the install, increasing from 30 to 50 percent of print jobs. As a result they are producing higher impact documents very affordably.

The Department's Print Unit has therefore realised a dramatic improvement in their workload while costs have come down significantly.

"We can print on better stock and media. The quality is miles apart from what we were used to and we can provide professional finishing – even bleed to edge. We have the ability to say yes to most jobs, whether big or small and have eliminated the majority of outsourced work."

**Product code: 950434**  
Printed on the Ricoh Pro C900