

Case Study

# How Artopian expanded creative possibilities with premium 5-colour printing

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# Executive summary

Established in 1974, Artopian is a forward-thinking full-service graphic design, marketing, and print agency specialising in print management. The company provides high-quality print solutions alongside services including corporate and brand identity development, advertising, sales promotions, web design, and the production of brochures, leaflets, technical literature, and specialised marketing materials through digital, screen, and conventional print processes.



## Quick facts

- Sector: **Graphic design and print**
- Established: **1974**
- Headquarters: **Cromer, New South Wales**
- Employee size: **4 staff**
- Website: **artopian.com.au**

# An overview

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For more than 50 years, Artopian has delivered full-service design and print solutions to clients across Sydney. After establishing strong roots in offset printing and prepress, the business gradually transitioned into digital, a space that has delivered consistent growth over the past 13 years. In 2025, the team made a conscious move to upgrade its ageing digital printer, aiming to enhance their output quality and enable larger print runs.

With a longstanding relationship and firm commitment to their previous vendor, Artopian were not initially looking past this vendor's product offerings. But after an eye-opening tour of the Ricoh showroom, the team was inspired to deploy a new Ricoh Pro C7500 digital printer. The result has been a significant improvement in output quality, reduction in outsourcing costs and expansion of production capabilities, leading to new revenue streams.

## Key highlights

- With an ageing print infrastructure unable to keep pace with increasing customer demand, Artopian began reviewing technology partners to reduce the cost of project outsourcing and ensure deadlines were met on time.
- Exploring the latest advancements in digital print technology revealed new opportunities for Artopian to deliver higher-quality output and offer premium finishes through 5-colour specialty capabilities.

## Products & Solutions

- Ricoh Pro C7500 Digital Press with 5-colour capability



# The challenge

## Improving print output speeds and quality

Relying on an ageing printer fleet and the constant reallocation of projects between devices to produce the bulk of its output for clients, Artopian decided it was time for change. As the business continued to grow, it became increasingly clear that the current hardware was no longer delivering the level of performance and capability required to fully support its expanding workload.

After a series of upgrades over time with their previous provider, the team found itself approaching another renewal cycle without a clear or compelling next step forward. This moment became a catalyst for a broader rethink of how printing was being managed across the business and what would be required to truly support the next stage of growth.

Cost efficiency also remained a key consideration, particularly in relation to production workflows and overall running costs as demand continued to increase. At the same time, the focus across the business had steadily evolved beyond volume alone, with a growing emphasis on delivering consistently high-quality output that could support more specialised, design-led and premium work. The opportunity to unlock enhanced colour capability, when required, also emerged as an exciting creative advantage, adding further flexibility to their offering.

Taken together, these factors created real momentum for change. Artopian began actively exploring new options in the market, looking for a solution that could not only meet current demands, but also elevate what was possible in terms of quality, efficiency, and long-term scalability.



# The solution

## Deploying a new digital printer

After an initial consultation to understand Artopian's business requirements, the team were invited to tour the Ricoh showroom, to demonstrate the Ricoh Pro C7500. The 5-colour digital press consistently produces offset-quality results, enabled by Ricoh's advanced VCSEL imaging technology and wide colour gamut capabilities.

Impressed with the quality of the output and potential for new business revenue through 5-colour capabilities, Artopian decided to partner with Ricoh. The new digital press was delivered in December 2025 and fully operational within a week.

"We took the opportunity to review Ricoh's range of digital printers and were really blown away by what we discovered," said Artopian Sales Director Mark De Vries.

**"The quality of output they could deliver was first rate and we could see it would open up new opportunities to grow our business."**

– **Mark De Vries**, Sales Director, Artopian



# The outcome

## Expanded printing capabilities

“We have found the Pro C7500 intuitive to use and reliable to operate,” said De Vries. “It delivers offset-like quality output and gives us a compelling fifth-colour option which we have previously not been able to offer our clients. It matches our requirements nicely. We also like the way that we can undertake some of the maintenance ourselves which ensures we achieve maximum uptime from the machine.”

The Ricoh Pro C7500 offers the advantages of a print speed of 85 ppm and an estimated lifespan of 14.4 million A4 prints. Being able to combine gold and silver with traditional CMYK enables innovative output applications to be readily produced.

## Support you can rely on

One concern that proved unfounded was a decline in service when changing providers. De Vries noted, “We were worried moving to a new partner, but so far, after sales support has been brilliant. We have been very impressed. Just the peace of mind of knowing there is someone to talk to if needed, does wonders. It’s more of a business partnership than a typical vendor relationship.”

De Vries said the performance of the Ricoh Pro C7500 machine has also made it possible for the business to take on larger jobs within tight timeframes. Artopian are now enjoying improved workflows, with the production printers able to complete a packaging project, that normally would have been outsourced. The digital press was able to complete the 3000 piece run in a couple of hours, drastically reducing run time and helping Artopian accept new project opportunities.

“We no longer have to wonder just how we are going to get jobs completed,” he said. “We can also be confident that consistent quality can be maintained throughout longer print runs. It’s also allowing us to take on jobs involving packaging which was not possible with our previous machines.”



## Future plans

Looking ahead, De Vries is excited about the new niches available to explore in the market, in particular the extra layer of sophistication the 5-colour press can add to client certificate projects.

Given his expansive experience in the industry, De Vries' said, "With our knowledge of printing, it is very hard to surprise us. We are finding that the features and quality of the Ricoh have given us that excitement back".

*"We are really excited to print each day, to see what else the machine can do. It gives us the confidence to print and take on anything"*

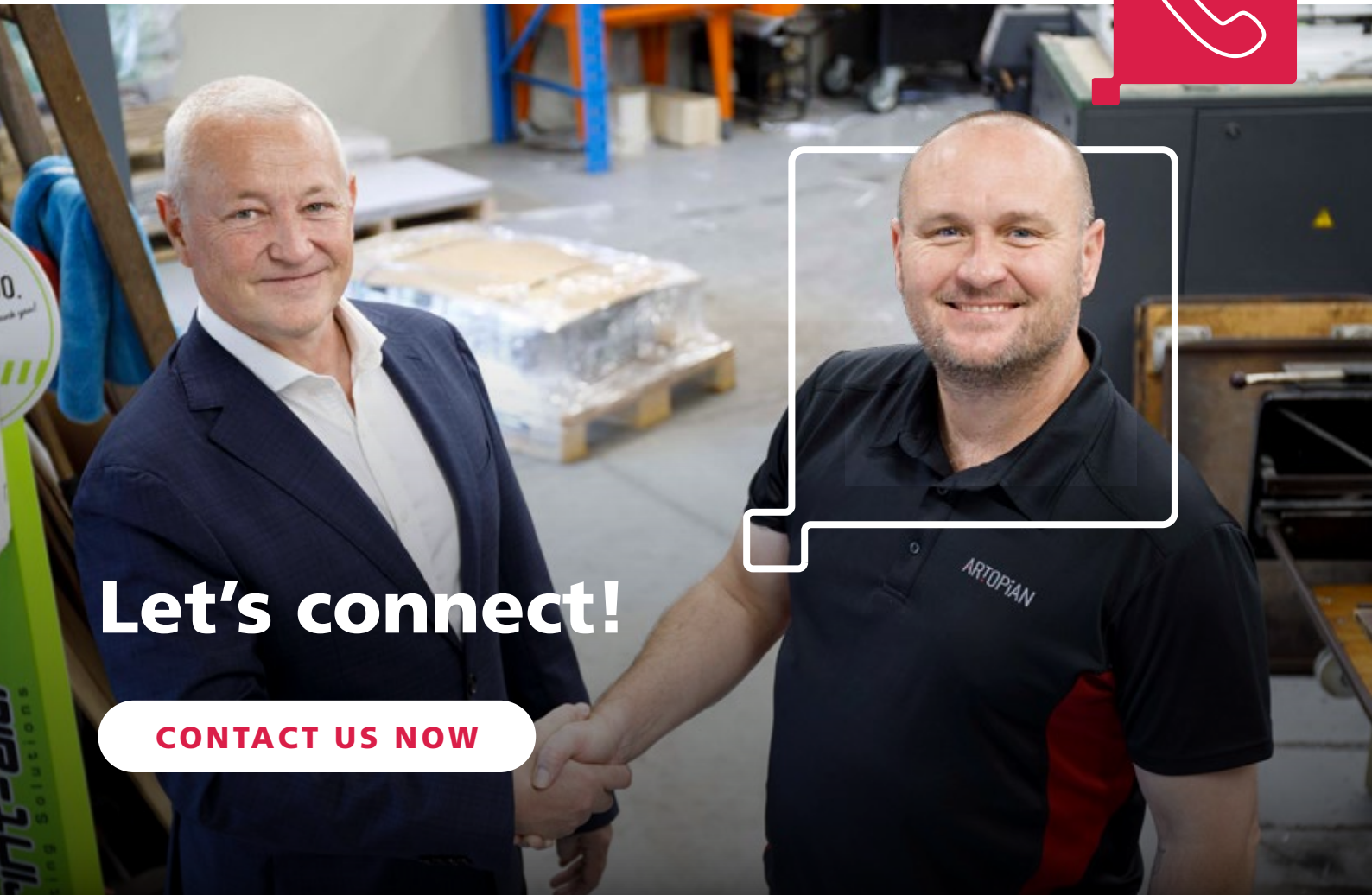
– **Mark De Vries**, Sales Director, Artopian

De Vries said he looked forward to continuing to work with Ricoh in the future. "I've jokingly told them that we don't want them selling any more Ricoh Pro C7500s as that could reduce our competitive edge!"



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and grow your business.



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