

Case Study

Hero Print Boosts Flexibility and Performance with Ricoh



Executive summary

Established in 1998, Hero Print has grown to become one of Australia's leading trade printers, known for its high quality and rapid-response capabilities.

Being one of the largest trade printers in Australia, with operations in five Australian states, Hero needed to supercharge their production capabilities, resulting in the investment of an additional fleet of new Ricoh devices. To consistently meet client demands for high-quality, reliable print runs across the country, the company relies on its fleet of Ricoh machines, which enable them to stay ahead of client expectations.



Quick facts

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| • Sector: | Printing |
| • Established: | 1998 |
| • Headquarters: | Sydney |
| • Employee size: | 90 staff |
| • Website: | heroprint.com.au |

An overview

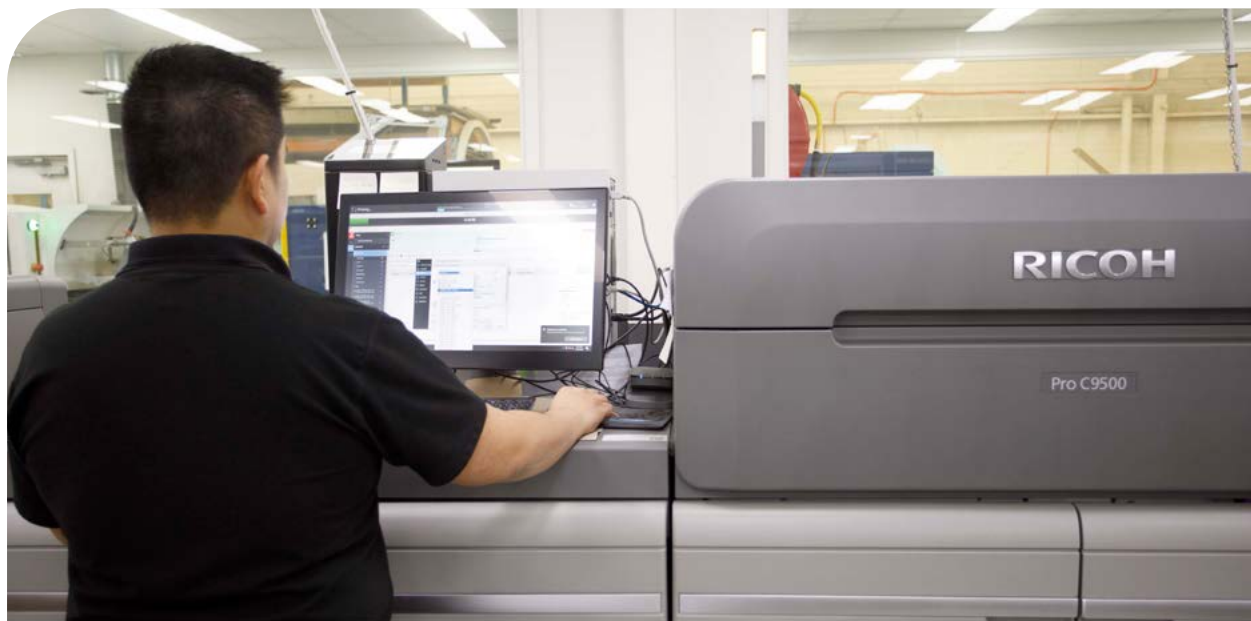
Hero Print delivers a wide variety of print jobs, from brochures to booklets, for trade clients ranging from small businesses to large agencies. The company prides itself on providing timely service and first-class print quality.

Key Highlights

- **National consistency:** Ricoh solutions enable identical, high-quality print output across all Hero Print locations.
- **Faster turnaround times:** The Ricoh fleet enabled Hero Print to meet tight deadlines and last-minute requests.
- **Seamless automation:** Streamlined workflows and reduced manual touchpoints with integrated booklet makers and intelligent print finishing.
- **Reliable colour accuracy:** Daily calibration and advanced colour management ensure consistency nationwide.
- **Confidence through visibility:** Ricoh Supervisor provides real-time insights to optimise press performance and output quality.

Products & Solutions

- Four Ricoh Pro C9500 digital colour presses with a productivity upgrade to 135ppm and SR5110 finishing units, complementing their existing Pro C9210
- 3 x Plockmatic PBM5050s booklet maker systems – with stitching heads and Rotate Crease Trim module for inline production of full-bleed booklets
- Ricoh Fiery software including Fiery N70 Press Controllers, Fiery Graphics Art Pro Package, Fiery Colour Profiler Suite Colour management and Ricoh Supervisor platform



The challenge

Responding to rising demand for smaller print runs

During the past few years, Hero Print noticed a shift in client requirements. Rather than ordering high-volume print runs designed to fulfil their requirements for an extended period, clients were increasingly ordering in smaller volumes.

"This was enabling them to regularly change product data and illustrations to match new marketing campaigns and other initiatives," said Alex Coulson, general manager of Hero Print. "It also meant that we had to become even more responsive and able to complete multiple smaller jobs within constrained deadlines."

Coulson said Hero Print had also been looking for a way to ensure output consistency for jobs printed across multiple production sites.

"Being a national company, it is very important that our product looks consistent, regardless of where it is produced"

Alex Coulson – General Manager, Hero Print



The solution

Improve output quality and flexibility

With a trusted partnership, spanning over ten years, Hero had already been using Ricoh printers across multiple production locations. Its fleet included a Ricoh Pro C9210 printer (graphic art edition) used to deliver a diverse array of outputs.

To meet the rising demand for smaller print runs, a decision was made to deploy three Ricoh Pro C9500 devices. Each included a productivity upgrade to 135ppm as well as two high-capacity input feed modules which provide up to six paper inputs for multi-tray calls.

Hero Print's tailored solution included an additional tray extension module allowing auto-perfected prints of up to 960mm in length. The Ricoh solution included Plockmatic booklets makers that accommodate this long sheet size and allow for landscape A4 booklet making in line.

Further enhancements include the addition of Ricoh high-capacity stackers, a SR5110 finishing unit, and a Plockmatic PBM 5050s capable of stitching up to 50 sheets of paper to produce 200-page saddle-stitched booklets.

Ricoh installed Fiery N70 press controllers and Fiery Graphic Arts Pro Packages, designed to automate manual pre-press processes. This solution included the addition of Fiery Colour Profiler Suite colour management software together with the Ricoh Supervisor platform. This gathers and displays operational data simultaneously from all presses, allowing Hero Print to constantly evaluate output and printer performance.



The outcome

Expanded print capacity to match growing client demands

With the new Ricoh devices fully deployed Hero has reported that they have been able to maintain their outstanding record for meeting client demands and delivering projects on time. The efficiencies of having matching booklet output systems in multiple states has meant that speed to market has actually improved, while maintaining top level quality output.

Karah Murray, Digital Print Manager (Sydney) stated, "We are finding demand for booklets is increasing rapidly and, thanks to the Plockmatic booklet maker, we can meet this with ease. Essentially you put blank sheets in one end, and you have fully completed booklets coming out the other. It couldn't be more efficient!"

Maintaining consistent colour outputs across multiple locations

Another advantage noted by Hero Print has been their ability to match print output nationally. This means jobs for clients can be spread across all sites with the colour outputs nearing identical.

"Thanks to the new Ricoh devices, we can print a job in Sydney then print the same job in Brisbane and have exactly the same output – this is a significant advantage," said Coulson.

Colour matching is achieved by undertaking daily calibrations and verification of the Ricoh devices. All sites print the same test files which are then measured and compared nationally.



Future plans

Coulson said the strong performance and flexibility of the Ricoh printer fleet made it a critical part of the company's production infrastructure. As client needs grow, it is likely that this infrastructure will continue to be expanded.

"Our Ricoh printer fleet gives us the flexibility to meet evolving client demands together with the ability to deliver consistent quality and colour across all of our production sites" said Coulson.

"We consider Ricoh to be a valuable partner and one that understands what we are trying to achieve as a business. We look forward to continuing this relationship in the future."

Alex Coulson – General Manager, Hero Print



Left: Karah Murray, Digital Print Manager (Sydney), Hero Print.
Right: Denis Fath, Strategic Account Manager – CF & CS Inkjet Solutions Specialist, Ricoh

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