

Case Study

How Little Print Turned Curiosity into Capability with Ricoh



Executive summary

Established in 2017 in Melbourne, Victoria, Little Print is a specialist print business known for high-quality output, fast turnaround times, and an unwavering focus on customer experience. The company offers a diverse range of print outputs for both business and consumer customers including booklets, business cards, brochures, flyers and pull-up banners.

What began as a creative agency has evolved into a trusted print partner for customers across Australia. Central to that journey has been a long-standing partnership with Ricoh. By continually investing in Ricoh technology, including the Ricoh Pro C9500, Little Print has expanded its capabilities, brought more work in-house, and built a scalable, reliable production environment that supports both creativity and growth.



Quick facts

- Sector: **Printing**
- Established: **2017**
- Headquarters: **Melbourne**
- Employee size: **5**
- Website: **littleprint.com.au**

An overview

Little Print's story is one of curiosity, ambition, and confidence built over time. From its outset as a print shop, Little Print has been a Ricoh user. When founder Michael Jenkins first entered the print world, he didn't come from a traditional print background. The business originally operated as a creative agency, with print as a complementary service rather than a core capability.

That changed in 2017, when Michael attended an industry conference and encountered Ricoh's production technology for the first time.

"We didn't have experience in the print space," Jenkins said. "But what stood out immediately was how intuitive the Ricoh machines were. Even visually—things like the status light on top of the machine—it made sense. For novices, that kind of design mattered."

From the outset, Little Print chose Ricoh. Over the years, as the business grew and its customer base expanded, so did their Ricoh fleet. Today, Little Print operates multiple Ricoh production devices, with each upgrade reflecting a new stage of maturity in the business.

Key highlights

- Fostering a relationship spanning nine years, Little Print continues to trust Ricoh for their print infrastructure.
- Little Print needed to extend its existing Ricoh printer fleet to allow the delivery of print jobs with a flat, matte finish.

Products & Solutions

- Ricoh Pro C9500 Fiery Color Profiler Suite software and a Fiery ES-6000 spectrophotometer.



The challenge

Meeting growing demand without compromising quality or speed

As Little Print's client base has grown, the need to deliver a more diverse range of print applications has increased. While the company's existing Ricoh printer fleet has performed very well since being deployed, there was one gap in capabilities.

Jobs that required a flat, matte output had to be outsourced to a different printer. This added additional cost for customers while also slowing delivery times.

"We could see this was a missing capability that we needed to address," said Michael Jenkins, Founder, Little Print. "Being able to deliver these print jobs in-house would allow us to grow the business and maintain customer satisfaction levels."

At the same time, Little Print needed technology that didn't require specialist certifications or constant technician support. Despite now being experts, Jenkins was clear that accessibility remained critical.

"Ricoh builds technology that anyone can use. You don't need a degree to run these machines—it really is world-class technology made for real people."

— **Michael Jenkins**, Founder, Little Print

The solution

Extending the company's existing Ricoh printer fleet

After discussing the challenge with Ricoh, Little Print invested in the Ricoh Pro C9500, paired with the Fiery Color Profiler Suite software and a Fiery ES-6000 spectrophotometer. Having previously worked with Ricoh showroom demonstration models, this marked a shift toward investing in Ricoh's latest production technology.

"The step from the Ricoh Pro C9200 to the Pro C9500 is significant. The technology has been refined—it's pretty bloody good."

— **Michael Jenkins**, Founder, Little Print

The Ricoh Pro C9500 delivered exactly what Little Print needed: exceptional flat matte output, reliable high-volume performance, and advanced colour management—all without adding operational complexity.

"The new machine has extended our capabilities, thereby allowing us to take on more jobs and grow the business," said Jenkins. "We were confident that Ricoh could deliver another quality machine and we have certainly not been disappointed."



The outcome

An expanded printer fleet that can meet future growth demands

With the Ricoh Pro C9500 fully operational, Little Print eliminated the need to outsource matte print jobs. The result was faster turnaround times, lower costs, and complete control over quality.

On average, the business now produces between 100,000 and 120,000 copies per month, with consistent results from the first job of the day to the last. Jenkins said having the ability to constantly calibrate the colour output of the machine is also a real benefit. Daily colour calibration—enabled by the Fiery kit and spectrophotometer—has become a simple, routine task to ensure consistent colour results.

“It’s quick, it saves time, and it gives us confidence,” Jenkins said. “We know our customers are getting the same standard every time. Consistency in output quality is something that our clients appreciate and helps to ensure we can develop long-term relationships with them. That is the key to sustaining long-term business growth.”

Reliability has also been a standout. Around 95% of maintenance tasks can be performed in-house, dramatically reducing downtime.

“In eight years, we’ve probably only logged six or seven service calls. That’s basically unheard of in this industry,” Jenkins added. “When you’re running tight deadlines, that matters.”

Combined with responsive account management and service support, the technology has helped automate workflows, simplify maintenance, and make day-to-day production seamless.



Future plans

Looking ahead, Little Print plans to further diversify its output, with a 5th colour upgrade under consideration in the near future.

"The Ricoh Pro C7500 and Pro C9500 are very similar, so it's a natural next step for us," said Jenkins.

With Ricoh firmly positioned as a long-term partner, Little Print is confident in its ability to scale without sacrificing the values that define its brand: quality, speed, and accessibility.

"From automated processes to maintenance and colour calibration, the Ricoh devices are as seamless as possible. They're innovators and remain an important business partner for us. We look forward to continuing to work with them in the future."

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– **Michael Jenkins**, Founder, Little Print



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