

Case Study

# How Print Logistics Achieved a 40% Increase in Output Volumes with the Ricoh Pro C9500

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# Executive summary

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With its headquarters in Melbourne, Print Logistics is a 4th-generation printing company that has been operating since the early 2000s. To meet growing customer demand, the company needed to replace its ageing digital printing infrastructure.

After evaluating a range of options, a decision was made to deploy a Ricoh Pro C9500. Since then, output volumes have **increased by around 40%** and the time taken to complete jobs has been **reduced by about 35%**.

## Quick facts about Print Logistics

- Sector: **Printing**
- Established: **2006**
- Headquarters: **Melbourne**
- Employee size: **45 staff**
- Website: **[printlogistics.com.au](http://printlogistics.com.au)**

## An overview

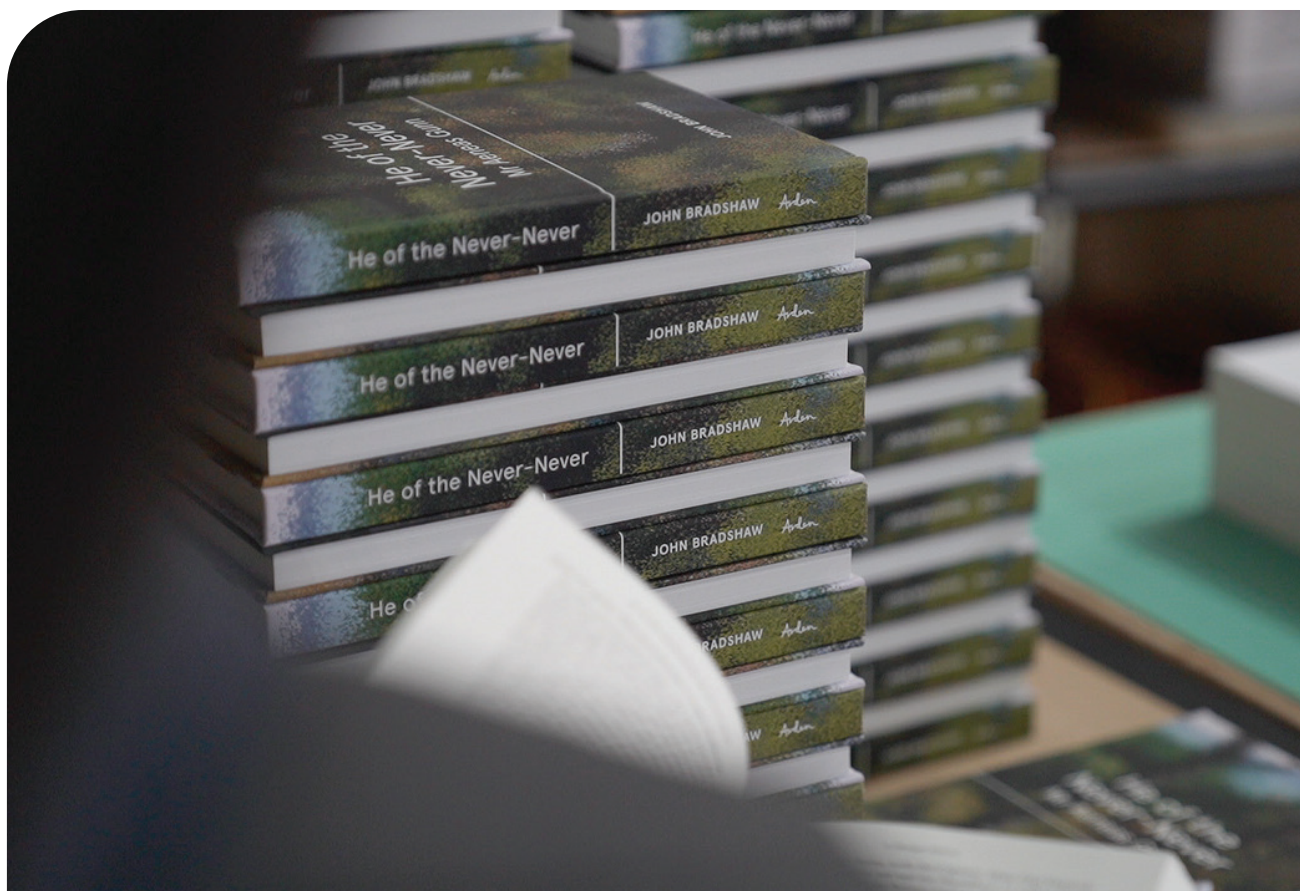
With its primary workshop in Melbourne and a network of offices around Australia, Print Logistics provides a diverse range of services to commercial clients. These include digital printing, mailing, warehousing, promotional merchandise, brand activations, and packaging.

## Key highlights

- The Ricoh Pro C9500 has enabled Print Logistics to increase output volumes by 40%, meeting growing customer demand with ease
- Printer reliability has improved, significantly reducing hours lost to downtime
- Consistent output quality has ensured strong, long-term customer retention

## Products & Solutions

- Ricoh Pro C9500
- Additional 135ppm productivity upgrade unit





# The challenge

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## The company needed to meet increasing output demands while ensuring consistent print quality

With its business growing strongly, Print Logistics was finding it increasingly difficult to keep up with customer demand. Its existing digital printing infrastructure no longer had sufficient capacity and was becoming unreliable.

“Our output was being restricted by our existing digital printer and we were unable to complete some jobs in a timely manner. We were also looking for a way to better ensure consistent print quality across a range of materials.”

Print Logistics General Manager **Sinan Dumanli**



# The solution

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## Deployed the Ricoh ProC9500 full colour production printer

After an extensive evaluation on a range of market options, Print Logistics selected the Ricoh Pro C9500 full-colour production printer. This decision was enhanced with the addition of a 135ppm productivity upgrade unit, making it the most suitable solution for high-demand workflows.

“The capabilities of the Ricoh Pro C9500 set it apart from other alternatives on the market. We could see that its reliability and output capacity would easily meet the requirements of our most demanding jobs.”

Print Logistics General Manager **Sinan Dumanli**



## The outcome

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### Increased output volumes and consistently high print quality

With the new Ricoh Pro C9500 colour printer fully operational, Print Logistics was soon enjoying some significant business benefits. Output volumes increased by 40% while colour consistency and quality was maintained. The printer's ability to replenish consumables on-the-fly ensured uninterrupted operations.

“The output from our Ricoh Pro C9500 is indistinguishable from that of an offset printer. It allows us to maintain full productivity at all media weights. We can produce up to 9000 A4 impressions per hour and there is no need to stop as consumables can be replenished on the fly.”

Print Logistics General Manager **Sinan Dumanli**

## Future plans

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Looking ahead, Print Logistics is considering expansion into the inkjet printing space, leveraging Ricoh's expertise as a reliable partner for future innovations.

"We want to be able to deliver as many alternatives as our clients require," Dumanli said. "When we make a move into inkjet printing, Ricoh will certainly be part of the mix."

**"When we make a move into inkjet printing, Ricoh will certainly be part of the mix."**

Print Logistics General Manager **Sinan Dumanli**





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