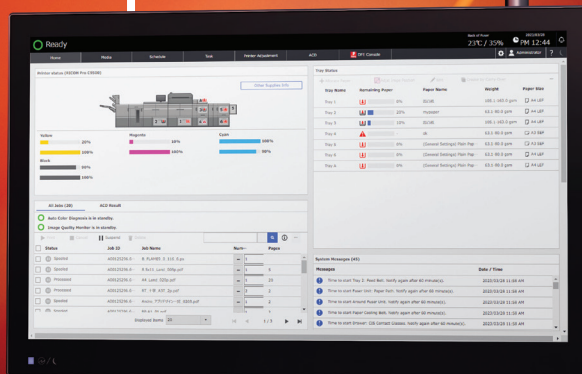


## Case Study

# ZipPrint enjoys high-quality outputs and consistent growth with Ricoh Graphic Communications



# Executive summary

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To support its operations in both Darwin and Alice Springs, ZipPrint needed to upgrade its ageing production print infrastructure. After careful market research, the decision was made to deploy a new fleet of machines from Ricoh. The result has been an increase in revenues of more than 50% and a satisfied customer base.

## Key highlights

- Business revenues have doubled since deploying the Ricoh printer fleet
- The business can handle a variety of jobs from single sheets to large bound documents
- Ricoh's after-sales service has proven second to none

## Overview

With workshops in both Darwin and Alice Springs, ZipPrint has become one of the leading print businesses in the Northern Territory. The company relies on its fleet of Ricoh production printers to deliver everything from business cards and flyers to bound books.

## Quick facts

- |                  |                            |
|------------------|----------------------------|
| • Sector:        | <b>Commerical Printing</b> |
| • Established:   | <b>1986</b>                |
| • Headquarters:  | <b>Darwin</b>              |
| • Employee size: | <b>16 staff</b>            |
| • Website:       | <b>zipprint.com.au</b>     |

# The challenge

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About three years ago, ZipPrint was faced with a significant infrastructure decision. The company's existing fleet of digital production printers had reached its end of life and was no longer delivering the reliability and output required to meet client demands.

Business owner Mark Teakle says alternative replacement printers from a range of vendors were examined before a decision was taken to deploy Ricoh devices.

“From the outset we were very impressed with the quality of the prints that the machines could deliver. The knowledge of the Ricoh staff was also impressive and we felt we could develop a long-term business relationship with them.”

ZipPrint owner, **Mark Teakle**





# The solution

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In 2019, three new Ricoh production printers were acquired by ZipPrint. Two Pro C7200SL devices were installed in the company's Darwin workshop and one Pro C5200S printer at ASprint, an Alice Springs firm that the company had acquired in 2013.

The Pro C7200SL machines can print on a wide range of substrates, including textured card, metallic paper, and carbonless stock. All functions are controlled using a large touch-screen and output quality is comparable with offset printing.

The Pro C5200S printer also offers impressive output quality, comparable to that produced by much larger machines. It can deliver anything from single-page documents to leaflets and booklets.

"About two years ago, with the business growing strongly, we moved into a new, larger location in Darwin," says Teakle. "We also took this as an opportunity to review our Ricoh infrastructure."

Once the business was settled into its new location, Teakle made the decision to upgrade to a new Ricoh Pro C9210. As well as producing top-quality outputs, the new device helped the business to expand revenue by 20%.

Earlier this year, the company deployed a new Ricoh Pro C5300S in its the Alice Springs location to support the company's sister operation ASprint. There are also plans to deploy a Ricoh Pro C9500 there later this year.



# The outcome

With the Ricoh fleet in place and fully functional, ZipPrint now has the capability to tackle print jobs of any size.

Teakle says this was put to the test in 2022 when the business picked up a large government print job. The job involved the production of more than 1.5 million pages.

“To cover this job, we had to have our two Ricoh Pro C7200 machines running 24 hours a day, seven days a week for three solid weeks,” he says. “The machines operated flawlessly during that entire period.”

Teakle says Ricoh’s high standards of after-sales support were clearly evident during this time. The large job coincided with bad weather that cut Darwin off from all other Australian capital cities. Despite this, Ricoh was able to fill orders for printer toner and other consumables as they were required.

“RicoH really went above and beyond to keep us running, even air freighting consumables in from Singapore when required. Nothing is too much trouble for them.”

ZipPrint owner, **Mark Teakle**



## Future plans

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With the business still growing strongly, Teakle says he has plans to install a Ricoh Pro C9500 machine to match customer demands. This device will generate up to 135 pages per minute and have an expected lifespan of more than 60 million pages.

“I am confident that, with Ricoh, we have a partner who truly understands our business and what we are trying to achieve for our customers, I look forward to working with them for many years to come.”

ZipPrint owner, **Mark Teakle**



# Learn how

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