

## Case Study

Spingold Design & Print  
Commercial Printer  
Production Print

Essex commercial printer drives business growth, service efficiency with Smart Print and Ricoh digital print technology



making work flow

**RICOH**



With rapid expansion and more customer demand, Essex-based Spingold Design & Print turned to ASL Technology and Ricoh to help it manage business growth. A new production print solution from Smart

Print and Ricoh has enabled ASL to increase the quality and scope of its service portfolio. The solution also saw a 50 percent increase in business two weeks after installation.

## Executive summary

**Name:** Spingold Design & Print  
**Location:** Colchester, Essex  
**Size:** 5 staff  
**Activity:** Commercial printer

### Challenges

- Support business expansion and increasing customer demand
- Business switching to more digital print work
- Lost margin due to sub-contracted work

### Solution

- ASL Technology and Ricoh Production Print

### Benefits

- 50% increase in business within 2 weeks of solution install
- Increases quality and scope of service portfolio helping to differentiate the company
- Decreases sub-contracted work which strengthens customer service response
- Ricoh print technology offers wider functionality, broadens job capability
- Solution implemented in just 2 days, including operator training

### Challenges

Spingold Print & Design is an Essex-based commercial printer. Established over 20 years ago, the company offers a wide range of services including design, print and website development. The company's print portfolio comprises business cards and stationery, through to complex brochures, exhibition graphics, large-format banners and even fine art reproduction. In the last few years, Spingold has focused on providing digital printing services.

The switch to digital printing is part of the company's strategy to grow the business. It has expanded the size of its print shop, now employs five staff and has seen a four-fold increase in revenue. With this growth has come more work and demand from customers for a wider variety of products and services. It also resulted in the business needing to outsource work to other local printers, which was not ideal as this costs more than doing it in-house and usually takes longer.

Ed Oakes, Spingold Managing Director, says, "We were starting to see work - like A4 landscape brochures - becoming more popular. These can be quite complex to produce and we were having to use local printers to supplement the bits we couldn't do. But it wasn't ideal because you never think someone does your work quite like you do it and we didn't feel that other printers were embracing digital print technology to the same level as us."

But Spingold's existing print equipment could not meet the change in demand and so the business started to look around for a solution.

In its search for the best digital print technology, Spingold used social media to canvass opinions about the best solution and, via Twitter, came across ASL,



a Ricoh business partner. Spingold then undertook a product comparison between two manufacturers using identical print jobs and paper to test the quality of their digital printing technology. "I was impressed with the build quality of the Ricoh equipment - it's very strong and robust. Then there are two other outstanding features that are particularly important for digital printing - registration and colour consistency. We really couldn't see any discernible slippage or colour change during the test print run," says Oakes.

### Solution

Spingold has deployed a production print solution supplied by ASL and based on Ricoh digital print technology. The solution comprises a Ricoh Pro C7100X digital production press, finishing equipment and Fiery print management software.

As well as functionality and quality of build, Spingold wanted the Ricoh press because of its versatility. It can print on a wide range of materials from textured surfaces, such as light packaging, to glossy books and brochures. It also has the capability to print on wider and longer formats, such as banners.

The simplicity of the Ricoh technology meant that ASL and Ricoh were able to install the Ricoh press in just two days, including training. The press was integrated with a number of other print devices and finishing equipment from multiple suppliers.

Another key feature of the solution is service and support. The level of training, along with the easy-to-use Ricoh technology, means Spingold can handle most common maintenance requirements, even for a high-quality, commercial-class digital press. Should there be any more complex support requirements, Oakes says, "ASL is close by and is always very responsive to our needs. But also, Ricoh uses locally-based engineers so it is good to know that a Ricoh print expert can be onsite quickly to ensure there is minimal downtime."

### Benefits

The ASL and Ricoh solution is a key part of Spingold's strategy to grow its business. It has enabled Spingold to expand the variety, type and quality of services it can offer to customers. It is also helping the business to provide a faster and more efficient service.

"In the first two weeks after the Ricoh press was installed we increased our workload by 50 percent. There are places I want the company to grow and now that is possible through our partnership with ASL and Ricoh. Our new digital print solution gives us the option to offer so

continued overleaf

## Case Study Spingold Design & Print

many more services to customers and it is fast becoming the life blood of our business," says Oakes.

Oakes cites an example of a recent job to produce 150 high-quality, perfect-bound books that the company was able to complete in just 24 hours using the Ricoh press and associated finishing equipment. Before this would have taken at least 36 hours.

Spingold has been able to reduce the amount of work that is outsourced, as well as expand its own product offering, because the Ricoh press has functions that cannot be done on other similar devices. For example, the Ricoh press supports extended sheet sizes, which means the company can produce A4 four-page landscapes and six-page portraits.

Meeting more sophisticated customer demands is now possible. "Right now, grey is a really popular colour. But it's

also a colour that is particularly difficult to get right. It is one of the functions where the Ricoh digital press really comes into its own because it is so good at handling colour consistency and accuracy and that's a major benefit," says Oakes.

This capability also means that Spingold can provide customers with a more flexible and precise service. Not only can the Ricoh press store a particular job, reproduction on repeat runs is indistinguishable from first runs. It means repeat runs are quick, but also that print orders can be more precise because there is no risk of miss-matched colours for follow-on print runs.

### Ricoh Solution/Products

- Ricoh Pro C7100 digital press

"In the first two weeks after the Ricoh press was installed we increased our workload by 50 percent. There are places I want the company to grow and now that is possible through our partnership with ASL and Ricoh. Our new digital print solution gives us the option to offer so many more services to customers and it is fast becoming the life blood of our business."

Ed Oakes, Managing Director, Spingold Design & Print

