



It's a Wrap With Inkjet Technology

An Informed Inkjet Investment

Mailing & Marketing Solutions (MAMS) invested in production inkjet to print paper wraps for subscription publications and meet its magazine customers' demands for a more environmentally friendly alternative to polywrapping.

A Ricoh Production Print Case Study

Mams.
Mailing. It's personal



RICOH
imagine. change.

OUR
MAGAZINE
HAS GONE
GREEN.



You are opening our
new environmentally-
friendly paper wrap.

Please recycle.

A Leading Provider of Dialogue Marketing

In the UK market, there is significant focus on the environment. Plastics are viewed as a potential pariah and that includes one particular type of plastic product with widespread use across the printing industry: polywrap. Polywrap has historically been used for many applications, from direct mail to magazines and catalogues and for keeping weekend newspapers and supplements together. The challenge is recycling polywrap type waste.

According to Managing Director Danny Narey, "There has been a lot of discussion around the use of polywrap, so we have been looking for a way to meet customer needs. We listened to their demands for a wrap solution that is more environmentally friendly. We needed to help clients tackle current environmental issues by replacing polywrapping with fully recyclable and biodegradable paper."



Leeds, UK-based MAMS is a marketing services company, with specific emphasis on the production and processing of print and mailed communications. MAMS specializes in the paper wrapping of subscription magazine mailings. The company made the move to digital production inkjet with the RICOH Pro VC70000.

Narey explains, “A cover wrap is the ultimate communications opportunity. By leveraging inkjet’s ability to customize and personalize, our clients can affordably deliver a personalized message that gets noticed. **It is literally the first thing the recipient sees.**”



Polywrap to Paper

The Inkjet Decision

MAMS realized that inkjet provided the right opportunity to transition from polywrap to paper. Not only could they use it to produce environmentally-safe wraps, but it also opened new business opportunity for MAMS. The inkjet wrap gave MAMS’ clients a marketing opportunity to tell their story as well as personalize offers and advertising in full color.

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The Justification

Prior to implementation of inkjet, MAMS was outsourcing pre-printed forms and then adding monochrome personalization and overprinting with their InfoPrint 4100s. Investing in production inkjet had the ability to deliver significant financial, customer, and operational benefits, including:

- Replacing pre-printed forms with a white paper workflow
- The elimination of the expense associated with outsourcing pre-printed forms, shipping and handling, and overprinting on the InfoPrint 4100s
- Improved client turnaround time due to the end of outsourcing
- Equipment consolidation and optimization
- Incorporating full-color personalized content in wrappers
- Producing shorter-run as well as high-volume jobs cost-effectively
- Easy integration with the company's CMC wrapping lines for traditional periodical and newspaper packaging
- Transforming wrappers into data-driven ROI personalized campaigns (advertisements or reminders to re-subscribe to a magazine)

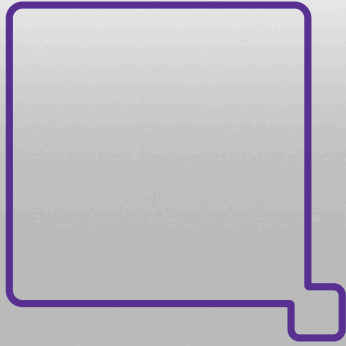
According to Narey, "We had ample demand and saw an opportunity to attract more business with an environmentally friendly solution by making the shift to production inkjet. Roll fed inkjet technology would easily integrate with our extensive investment in CMC packing lines."

Evaluating the Options

MAMS evaluated the technology options available in the market and decided on the Ricoh Pro VC70000. Paper stocks were a key consideration. The device eliminated barriers by enabling high-quality production on offset stocks, including many offset coated stocks without an undercoat or protector coat.

In addition, the Pro VC70000 has a unique drying system, which means moisture rapidly evaporates within the device, allowing high-resolution printing at 150 meters per minute onto a broad range of media. The color gamut has also been extended by this process.

Narey says, "The Ricoh Pro VC70000 was the best fit for MAMS requirements. This was the only machine available in the UK that can print on offset stocks at a quality consistent with commercial litho printing. Inkjet treated stocks are frequently twice the cost of commercial printing paper, contributing to the financial justification. The quality is challengingly close to litho and meets the requirements of the majority of our customers."



RICOH
Pro VC70000

The Implementation

The shift from polywrapping to inkjet-printed paper wraps caused no disruption in manufacturing operations. MAMS had a partnership in place with Italian manufacturer CMC for paper wrapping lines with hybrid capabilities for film. Rolls of finished paper print product from the RICOH Pro VC70000 could be run through the CMC machines to produce up to 20,000 pieces per hour.

The RICOH Pro VC70000 was delivered in February of 2020 in the midst of the COVID-19 pandemic. Narey recalls, "We went into lockdown at the start of the pandemic, so the equipment really didn't go live until May. With only three months of usage, volumes are not massive yet. However, we have converted more customers during August and expect a steady increment to these volumes as we progress. Each time we convert a customer from polywrapping to paper, we create another evangelist."

Recommendations to Peers

Narey offers the following tips for successfully investing in inkjet.



Take a deep look at your current business. Use inkjet technology to re-engineer current processes to meet changing customer demand.



Don't think like a printer. Inkjet is not about competing with a litho press, but rather about identifying new opportunities and ways to support your client base.



Invest in the latest technology that you can afford to stay ahead of competitors.



Personalization and customization are essential for the future of your business and meeting customer needs.



Your customers care about the environment. Educate them on environmentally-friendly print processes.



Substrates are critical. Assess current and future needs as part of your investment decision.

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The Bottom Line

In wrapping up, Narey says, “Inkjet is pivotal to our future growth and expansion. Clients are knocking at the door for an environmentally- friendly solution and have pushed us in this direction. It also opens new opportunity for our customers to sell customized advertising on a wrapper that gets noticed.

“It gives them the ability to leverage customer data to do customized and personalized communications with variable text and images... and do it in a way that protects the environment.”

Customer demand drove MAMS to invest in production inkjet. The move has established the company as a leader in the wrapping of subscription magazines and the ability to personalize and customize wraps. Publication customers have the ability to sell new customized advertising on wrappers as well as encourage subscription renewals. What makes this a winning investment is that both MAMS and their customers are reaping the benefits of production inkjet.

Why Ricoh?

While MAMS evaluated multiple options, Ricoh technology and the ability to produce high quality on standard commercial print stocks was a clear differentiator in the ROI analysis. Narey highlights that Ricoh took the time to really understand MAMS’s business and priorities. He reports, “They came with ideas about how we could re-engineer our manufacturing process to make the move from polywrapping to paper. They worked with our entire team to make sure we understood all aspects of the ROI.

In addition, the firm listens to its customer base. I am part of the European Customer Council and Ricoh takes input on development and product issues from the members to make their technology more efficient and effective for commercial printers.”

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