

# Case Study

production

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## Graphics and Marketing (GAM®)

GAM Raises Its Game with the RICOH Pro C7100X Series

### A Single Machine Leads to Countless Successes

*Learn how Graphics and Marketing (GAM®) leveraged new RICOH technology to move their business forward. Adding the RICOH Pro C7100X Series to their mix of digital printing systems allowed GAM to sell-in new applications, break into new markets and drive significant growth among new and existing customers.*

*Graphics and Marketing (GAM), a digital print and marketing services provider in Sterling, Virginia, has a long history of evolving to stay ahead of the market. With the rapid change taking place not only in the industry, but also among competitors, the company needed a real game changer. They needed a way to differentiate themselves, keep more jobs and dollars in house and bring their customers something new.*



### GRAPHICS AND MARKETING (GAM) COMPANY OVERVIEW

GAM is a full-service print service provider focused on delivering an exceptional quality end-product with outstanding customer support. In addition to offset, digital and wide-format printing services, GAM provides their clients with mailing, bindery, fulfillment, marketing and top-notch creative services. For forty years, customers have relied on GAM's experience and expertise to help them successfully amplify their message and ensure their brand is always presented in the most professional manner.

GAM is located in Sterling, VA. They have a state-of-the-art facility that services a wide range of clients from technology and entertainment, to hospitality, financial services, and more.

### THE SITUATION

Nathaniel Grant, owner of GAM, puts it this way: "At GAM, we are always open to new technologies and the resulting opportunities they provide. For years, our company had been searching for a right-priced technology solution that would enable us to differentiate ourselves and gain entry into high-end retail, customized promotions and packaging as well as the restaurant and hospitality industries—segments we were previously shut out of. We had legitimate business needs for a unique machine such as this one."

### THE SOLUTION

The RICOH Pro C7100X is a powerful and affordable 5-station digital color production print system. With its support for Clear Toner and White Toner as well as oversize sheet printing and synthetic and specialty medias, it helps digital print providers like GAM expand sales opportunities, gain entry into new markets, generate new revenue and bring value to customers.

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"GAM was selected as a beta testing site for this exciting product," says John Fulena, Vice President, Ricoh Production Print Business Group. "Their openness to offering new ways of bringing increased value to customers was a perfect fit for Ricoh," adds Fulena. "Not only are we thrilled that they agreed to augment their hardware portfolio with the RICOH Pro C7100X, but it's even more exciting to see them yield such positive gains and outcomes in such a short time.", adds Fulena.

### THE OUTCOME

Grant states: "The RICOH Pro C7100X really leveled the playing field for us. Instead of watching jobs for decals, short-run book jacket covers, oversized brochures, and loyalty cards walk right out the door because we didn't have the in-house capabilities, we were suddenly able to keep those dollars in-house and grow. The Pro C7100X brought more value to our business as well as our customers' businesses."



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### Exceptional Results

"At GAM, our range of clients has truly expanded since we installed the RICOH Pro C7100X," says Grant.

- The ability to simulate metallic printing and produce promotional displays on synthetic materials has made us a go-to print resource for high-end retail and luxury brand clients.
- For our handful of food service clients, we were able to drive new growth by going beyond simple menus to in-store signage and producing customizable seasonal promotional items.
- Oversize sheet printing meant we no longer had to outsource full-size tri-fold brochures, customized promotions and packaging jobs. As a result, we've seen an impressive increase in overall revenue as compared to the previous year.

### CLEAR TONER ALWAYS MAKES A BIG IMPACT

The gloss effect of the Clear Toner on the RICOH Pro C7100X Series allows PSPs like GAM to create a premium look on store catalogs, business cards, packaging and more—quickly, affordably and all inline.

"Customers couldn't believe the quality and detail we were able to bring out in their product photography," says Grant. "We're doing the high-end retail and luxury brand work we've always wanted to do, and we're more profitable than ever."

Additionally, GAM was successful at growing from within. They increased volume with their current customer base, impressing clients with the price point and quality they could deliver on the Pro C7100X Series. Here's Nathaniel Grant once again: "We're doing a wider variety of jobs for our customers. Clients that used us for business cards are now turning to us to print catalogs and direct mail campaigns. Also, Clear Toner has allowed us to introduce our clients to cost effective security and authenticity watermarks and it's leading to amazing returns on investment."



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### WHITE TONER ADDS A DRAMATIC EFFECT

The ability to print White Toner on clear, dark colored and metallic media has helped GAM enhance the purity of individual images so that they really stand out. They've expanded the range of substrates and creative possibilities they can offer clients, without having to send jobs to a specialty printer. As a result, GAM is delivering a higher end product while still meeting quick-turn deadlines.

### WITH WHITE TONER GAM CAN NOW GUIDE ITS CLIENTS TO:

- Window clings
- Decals
- Light box transparencies
- Packaging
- Metallic effects
- And more

### GAM GOES BIG WITH OVERSIZE PRINTING

The oversize sheet print configuration feature on the RICOH Pro C7100X gave GAM the capability to print on coated media up to 13" x 27.5" or on uncoated media, and opened the door to a whole new set of customers.

"We are being called on by a number of customers who were priced out of offset, yet still had reasonable budgets to do something digitally," says Grant. "Prior to implementing the RICOH Pro C7100X, we just didn't have the capabilities in-house to print true, full-sized tri-fold brochures and unique folding pieces."

In addition, GAM has been able to garner more business from the creative agencies they work with. "Designers and creative directors have really been able to expand their creativity and produce unique, eye-catching pieces for their clients on short runs that are still within their budgets."



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## THE EXCEPTIONAL SUPPORT OF RICOH DRIVES SUCCESS

For GAM, implementing the RICOH Pro C7100X was only the first step. The company received tremendous support from Ricoh as it sought help with selling in these new capabilities with its print customers and creative agencies. Ricoh backed up their efforts with robust education materials as well as useful sales and marketing tools. All customers who purchase a RICOH Pro C7100X Series receive:



### The 5th Color Kit

This kit contains a file prep and sales tip guide, a mini spiral-bound sample book, and a wide variety of full-sized application print samples.



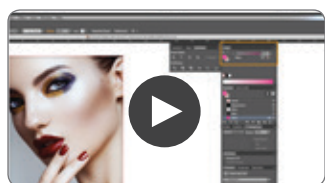
### 5th Color Print Samples

They allowed GAM to produce samples for their reps to call on clients and demonstrate the range and real world capabilities of the machine. From packaging and business card samples to image comparisons, the team had what it needed to drive pre-sales and capture opportunity out of the gate.



### Sales Tools

Using various sell sheets, a brochure and handy sales tip guide, GAM's field reps were seamlessly able to tie the features and capabilities of the Pro C7100X Series to tangible business benefits. Ricoh empowered GAM's sales team so they could empower their customers.



### Video Tutorials

A series of informative, step-by-step videos that walk users through the steps required for file setup and how to get the most benefit of the 5th color station's Clear and White Toner. These video resources, used to train GAM's in-house staff as well as their clients, are archived on the Ricoh Business Booster website (RicoBusinessBooster.com) and continue to be used today.

## Looking Ahead

By stepping up its offering and leveraging the full capabilities of the RICOH Pro C7100X Series printer, GAM was able to make a measurable impact on its business and future proof itself in a rapidly evolving industry.

Nathaniel Grant, owner of GAM: "I encourage anyone wanting to compete and grow in the digital print business to take a look at the Pro C7100X Series from Ricoh. It's been a major part of our ongoing success story."

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