# Customer Story: Beverage Distributing Company

## How a top distributor streamlined print to maximize savings and long-term value.

**50%**
Supply cost savings

**50%**
Reduced fleet size

**$315,000**
Cost savings by moving from leasing to purchasing

### About our customer

A leading and established wine, beer, spirits, and non-alcoholic beverage distributor in the Midwest serves more than 25,000 retail and industry establishments and employs over 1,500 associates with over $1 billion in revenue. The company has built a reputation for its ability to thrive, adapt and remain a top choice for its customers.

> **"In addition to the incredible cost savings, we've built a great relationship with Ricoh. The team really listened to us and helped us drive operational efficiency around office printing."**
>
> — Director of Financial Operations at the Distributing Company



## Challenges

- Current print contract was expiring
- Wanted to right-size fleet and consolidate vendors

As printer leasing contracts were nearing renewal, the company's Director of Financial Operations opened up bidding to include Ricoh. They knew that there were too many office printers, which could save the company money by right-sizing their fleet. Not only did Ricoh responded with the most competitive offer but they immediately built rapport with Ricoh's sales representative through their consultative approach.

## Solutions

- Assessment of printers, locations and usage
- Reduced fleet by over 50%
- Replaced and purchased other brands with Ricoh printers

To meet the distributor's office print requirements, they selected seven RICOH IM C4510, eight RICOH IM C2510, one RICOH MP 7000SP, two RICOH IM C6010, three RICOH P 800, and six RICOH IM 550F. These were a combination of colour and B&W laser multifunction printers with different speeds and capabilities, and black and white laser printers, bring the total count down by over 50% to 27 printers. Scaling down the fleet based on usage automatically cut supply costs like toner and paper.

## Results

- $315,000 saved by moving from leasing to purchasing
- Saved an additional 50% in supply costs
- Strong partnership

The switch from leasing to purchasing the printers with a smaller fleet resulted in massive savings. When comparing leasing for a five-year contract (from the previous vendor) vs. a one-time purchase (from Ricoh), the savings is over $315,000. When comparing the previous vendor's purchase quote vs. Ricoh's purchase offer, the savings is $122,000. Either way — lease-to-purchase or purchase-to-purchase comparisons — the distributor was able to slash costs while getting high-quality, secured prints with user-friendly features. Their future plans include continued growth, expanding operations and exploring options of using Ricoh in their print centers as those contracts expire.

To assess your print fleet, simplify printing or better manage your costs, visit our print solutions page or contact us today.

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