

## Case Study

production



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—Bill Phillips,  
President,  
CW Print Services



## CW Print Services

Ricoh Provides the Advanced Production Capabilities Needed to Grow

### ABOUT THE CUSTOMER

Founded by Bill Phillips, along with his brother Eric, CW Print Services operated as a low-cost trade printer serving the Austin, Texas market for more than 30 years. Over time, Bill purchased his brother's interest in the company and became sole owner. The cornerstone of the company's business has been a weekly professional real estate delivery (PRED) booklet the company produces for builders. It contains lists of home inventories, specials the builders are offering to local realtors and advertisements from vendors involved in the housing industry. In 2012, the real estate market in Austin began to boom, changing the structure and demand for the PRED booklet.

With the evolution of the weekly PRED booklet, and the additional work coming in as a result of word-of-mouth about CW Print Services' capabilities, Phillips decided to move to a larger facility and seek a new technology infrastructure that could answer the requirements for growth.

### CHALLENGE

"We originally produced the PRED booklet on small offset presses," said Phillips, president of CW Print Services. "With the growth in the Austin housing market, our customers were asking for higher quality print to push potential clients to their newly built neighborhoods, homes or affiliated products. The PRED booklet was still a short-run job and it didn't make economic sense to go through the setup time and cost to produce it on offset, so we purchased our first Ricoh digital press."

### CHALLENGE

- Evolve the business model from a trade printer to marketing services provider
- Gain robust digital production capabilities to meet demand
- Expand full color product offerings

### SOLUTION

- RICOH Pro C7110X and RICOH Pro C9100
- Enhanced capability for heavier stock and multiple substrates
- Higher margin product mix and additional revenue streams

### RESULTS

- A significant increase in revenue
- Quicker turnaround times and back-up capacity
- The ability to offer customers a wider portfolio of high quality color offerings

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The company initially installed a RICOH Pro C720 and shortly thereafter added a RICOH Pro C901, but quickly realized that rapidly growing demand for additional marketing pieces beyond the book required even more capacity and capabilities. "We needed the ability to offer a larger variety of options, including heavier stocks for thicker postcards and business cards and long sheet six-panel, 8.5" x 11" pieces for brochures," said Phillips. The ability to produce those types of applications quickly and cost-effectively in-house was important because it would drive CW Print Services' profit margins significantly higher with its trade customers.

### SOLUTION

Working closely with their Ricoh Sales Consultant, CW Print Services decided to purchase a RICOH Pro C7110X. With the ability to produce 90 pages-per-minute for faster transitions between jobs and a 5th Color Station for outstanding image quality and support for a wide range of substrates, the Pro C7110X gave CW Print Services the production printing and advanced color capabilities it needed.

"The Pro C7110X totally fit the bill for us," said Phillips. "Color matching is extremely important to our customers when it comes to their branding. With the Pro C7110X, you don't have to struggle to get the right color balance. It just delivers superior color output—it's awesome."

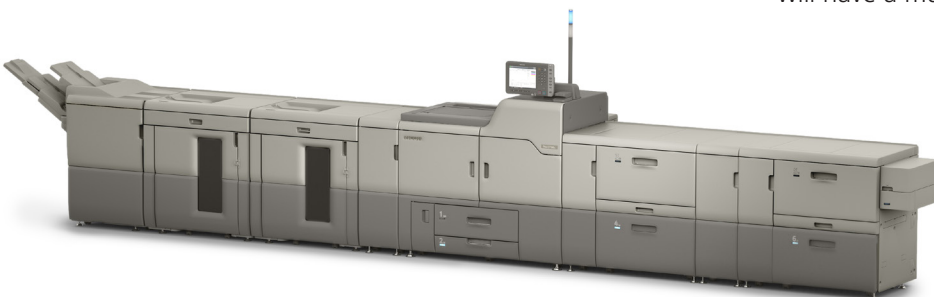
Phillips said the quality level and the smoothness of the image on the sheet has become a great sales tool. "The machine can run a wide range of stocks, including 13"x19" and 13"x 27.5" banner size. We can show customers that the quality level is better than small offset, and we can produce a job with less setup materials, quicker turnaround and better pricing."

Extremely pleased with the new capabilities of the Pro C7110X, CW Print Services recently added a RICOH Pro C9100 to its facility. The Pro C9100 offers even more options with its ability to also print a wide range of oversized applications, recreate exceptional images and crisp text and print on magnets, synthetics and other substrates in vivid color.

### RESULTS

With the new Ricoh production printing equipment in place, CW Print Services reports it has been able to quickly increase its annual revenue by approximately 40%. The PRED booklet has grown in size with more full-color pages and sophistication due to the growth of the Austin housing market—and the capabilities of the new equipment. The booklet produced today is up to 120 pages. The company prints approximately 4,000 copies of it every week and can finish it in two days instead of the four it took with offset.

Phillips states the Pro C7110X and the Pro C9100 not only produce more visually pleasing applications, they also provide an opportunity to sell higher margin products. CW Print Services can go to clients and say, "We can do this in color for you. It costs a bit more, but look at the difference in what you are getting versus regular black and white. It will have a much bigger impact with your customers."



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"We've gone from printing two or three four-color pages to between six and eight per book. Builders love the quality of the color as it garners more attention by the realtors. Plus, we can charge up to six times more for a color page than one that is black and white, so that has significantly boosted our bottom line," notes Phillips.

Additionally, the company is taking advantage of the unique possibilities the 5th Color Station delivers, printing high quality oversized applications using clear toner and engaging invitations using the white toner to make them pop. CW Print Services also created a pocket folder with clear toner they are using to showcase their capabilities to clients.

Summing up the experience working with Ricoh, Phillips said, "I don't think there is any way I could have achieved what I have achieved so far if it had not been for the Pro C7110X and the Pro C9100. They are simply worry-free on every level—and have we seen a return on our investment? Absolutely!"

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