

## Case Study

production

### Sir Speedy Tampa, FL

Partnering with Ricoh to Provide a Wider Range of Services



*"The growth in signage has been tremendous over the past few years. If you can produce something larger, clients want it. The Pro 7110X and JFX200 wide-format flatbed have really helped us increase what we can do for our clients, which has helped us achieve our goal of growing our business into a full-service provider."*

—Steve Albritton,  
Co-owner,  
Sir Speedy Tampa, Florida



#### ABOUT THE CUSTOMER

In 2002, Steve Albritton's wife and father-in-law purchased a Sir Speedy franchise in Tampa, Florida. After approximately one year, Steve joined the business as well.

With no previous experience in the printing business, the family faced an expected learning curve. Initially, much of the company's revenue came from walk-in jobs and small business print needs. However, as they gained more experience, Sir Speedy Tampa decided to focus on getting business from specific industry verticals and build their reputation as a full-service print provider with a comprehensive range of offerings. The strategy proved successful and eventually led to a need for expanded production capabilities.

#### CHALLENGE

"In the beginning, it seemed like we were chasing anything and everything in terms of work," said Steve Albritton, co-owner, Sir Speedy Tampa, Florida. "After a few years, we decided that rather than just relying on walk-in business or small accounts, we would concentrate on specific customers and become a one-stop shop for them, offering everything from brochures to signage to excellent customer care. The strategy turned out to be a good one for us and our business experienced tremendous growth, including 36 percent growth in the past year alone."

With their full-service, customer first approach, the company's production requirements continued to evolve as well. The demand for shorter runs was on the rise. With fewer customers asking to print high volumes, the offset presses were no longer economically feasible to operate. Albritton and his family decided to sell the offset presses and become an all-digital operation, eventually needing more advanced equipment in order to expand and support new digital offerings.

#### CHALLENGE

- Enhancing digital color press capabilities for high-quality, cost efficient short run production
- Add state-of-the-art wide-format capabilities that support a full-service, customer first approach

#### SOLUTION

- The RICOH Pro C7110X production color system with fifth color station
- Mimaki JFX200 wide-format flatbed UV printer for high-quality wide-format output

#### RESULTS

- Expanding business through meeting every print need for loyal customers
- Keeping work in-house for shorter wait-times, lower costs and enhanced quality

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### SOLUTION

For years, Sir Speedy Tampa purchased their digital equipment from another manufacturer. The local Ricoh rep visited often, but to no avail. "I just kept telling him, 'We're not a Ricoh shop,'" said Albritton. "However, we really liked our Ricoh rep so when we were ready for a new black and white production printer we decided to go ahead and give Ricoh a chance. We purchased a black and white digital monochrome press primarily to produce forms. We found that we were really happy with both the machine and with the service we were receiving from Ricoh."

When the company became interested in upgrading their digital color capabilities, we suggested that Albritton take a look at the RICOH Pro C7110X production color system with a fifth color station. Having the fifth color station would allow the company to deliver new value-added applications at a lower price point. Albritton attended a demo of the Pro 7110X at a Franchise Services, Inc. (FSI) convention and heard very positive comments from other Sir Speedy owners about the Pro C7110X—and about the Mimaki JFX200 wide-format flatbed UV printer. As a result, the company decided to purchase both.

Albritton has been very impressed with the capabilities of the Pro 7110X compared to the digital color press they had on the floor before. "With our old press, if you tried to run clear over a printed piece, it really didn't show up. The print quality is significantly better on the Pro 7110X. Our plan is to use the clear extensively because it really adds a 'wow' factor to the finished pieces."

The Pro C7110X can produce up to 90 color pages per minute (ppm) and creates images with up to 1200 x 4800 dpi resolution—offering incredible color with near-offset quality. The Pro C7110X is also able to quickly and cost-effectively produce the short run jobs Sir Speedy Tampa is receiving. Albritton looks forward to taking full advantage of the vastly expanded creative range the fifth color station affords. For example, they plan to use the white to offer more unique applications, such as printing on metallic sheets.

The JFX200 wide-format flatbed UV printer also enables Sir Speedy Tampa to provide the extended services they envisioned, with the added benefit of keeping the work in-house. The company previously wasn't able to produce water bottle labels for one of their customers because the substrate curled up when pulled through their hybrid wide-format machine. With the JFX200 flatbed, that's no longer a problem. Moreover, unlike the roll wide-format device, the JFX200's increased 4' x 8' size handles short-run jobs such as window clings much faster, and without wasting substrate.

"With the JFX200 the registration is spot-on, resulting in print quality that is significantly better. If there is a problem, you can stop and restart without losing the substrate, unlike with the hybrid wide-format printer we had previously," said Albritton.

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“The JFX200 prints on a wider range of substrates, including Coroplast, foam board, PVC and various metals. For one client, who is an interior designer, we are using the JFX200 to print on wood. He does a lot of work for high-end homes and businesses and designs his own artwork. We lost his business for a while because we couldn’t meet his specifications. Now we can.”

The machine’s 4’ x 8’ landscape-oriented format is helping Sir Speedy Tampa produce large point-of-purchase displays and marketing collateral for their food and beverage clients, as well as building signage and apparel for real estate clients such as apartment building owners.

### RESULTS

With the new Ricoh digital capabilities in place, Albritton knows that Sir Speedy Tampa can continue to meet the evolving needs of their growing customer base. “The growth in signage has been tremendous over the past few years. If you can produce something larger, clients want it. The Pro C7110X and JFX200 wide-format flatbed have really helped us increase what we can do for our clients, which has helped us achieve our goal of growing our business into a full-service provider,” said Albritton.

Albritton also knows he can count on us to support his business going forward. “They are a trusted partner. They genuinely care about our business and I know they will continue to focus on producing the highest-quality equipment in the industry. That’s all I need to know.”

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