

Customer Story: PIP Printing



Modernization, partnership and 5th color technology create new opportunities.

About our customer

Based in Livingston, NJ, the local [PIP Printing](#) — part of a nationwide network — is a creative communications and marketing business that focuses on quality, services and innovative ideas. Leveraging the latest print technologies, they manage projects of all types, regardless of complexity or color requirements.

“Adding a 5th color has set us apart from the competition, expanded our offerings and attracted new clients with diverse projects. Ricoh understood our business and partnered with us to innovate and grow — helping us deliver the ultimate customer experience.”

— Jodi Solotoff, Owner and President at PIP Printing



50X

Grew 5th color revenue from one customer \$1K to \$50K/year

99%

Reduced time for specialty jobs



Improved customer experience

Challenge

- Outdated equipment limited capabilities and competitiveness
- Needed to differentiate in a crowded marketplace
- Desire to expand offerings and attract new customers

After buying the business from her father in 2012, owner and president Jodi Solotoff set out to modernize her print shop operations. In her effort to differentiate the business, she turned to Ricoh. “RicoH stepped in not as a vendor, but as a trusted advisor,” noted Solotoff. Ricoh’s account and service team conducted a strategic assessment of her entire print environment to identify more efficient ways to operate.

Solution

- Comprehensive business assessment to identify strategic needs
- Installation of RICOH Pro 8210S and Pro 8320S for high-volume jobs
- Addition of RICOH Pro C5210S, Pro C5310S, and later Pro C7210X and [Pro C7500P](#)
- Integration of Mimaki JFX 200 flatbed and Colex Router Cutter 1717 for expanded applications

When she first met Ricoh, she appreciated their consultative approach: “We’re going to sell you what you need, not what you want.” This philosophy helped PIP Printing move beyond transactional thinking and toward strategic growth.

The introduction of metallic gold and silver toners in addition to all the other specialty colors using 5th color technology was a game-changer. “I was so excited. It set us apart from our competition and brought in different types of customers,” Solotoff explains. Fifth color technology solutions allow PIP Printing to deliver high-end pieces with premium results in minutes instead of weeks.



Results

- Elevated perception as a cutting-edge print provider
- Expanded customer base and more strategic, high-value projects
- Strengthened customer experience through Ricoh partnership
- Grew revenue with 5th color by 50X for one customer
- Reduced specialty jobs from 1 week to 30 minutes, saving time by 99%

The 5th color printers with added Color-Logic software gave customers the confidence to do more business with PIP Printing. For example, one customer, who used to spend about \$1,000 per year now spends \$50,000 annually knowing that the shop can accommodate more complex jobs.

Today, PIP Printing continues to innovate with Ricoh, leveraging technology and expertise to stay ahead in a competitive market.

"It's not really about the printers — it's the people and the culture at Ricoh that made such an impact to my business."

— Jodi Solotoff



To learn more about how 5th color production printing solutions like the **RICOH Pro C7500P** can help grow your business, [contact us](#) today.

Ricoh USA, Inc., 300 Eagleview Blvd, Exton, PA 19341, 1-800-63-RICOH.

CS-565-RIC ©2026 Ricoh USA, Inc. All rights reserved. Ricoh® and the Ricoh logo are registered trademarks of Ricoh Company, Ltd. All other trademarks are the property of their respective owners. The content of this document, and the appearance, features and specifications of Ricoh products and services are subject to change from time to time without notice. Products are shown with optional features. While care has been taken to ensure the accuracy of this information, Ricoh makes no representation or warranties about the accuracy, completeness or adequacy of the information contained herein, and shall not be liable for any errors or omissions in these materials. Actual results will vary depending upon use of the products and services, and the conditions and factors affecting performance. The only warranties for Ricoh products and services are as set forth in the express warranty statements accompanying them.

RICOH
imagine. change