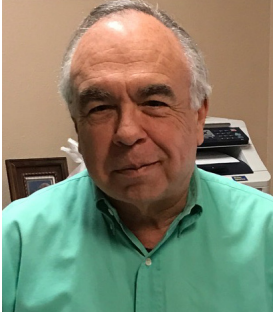


## Case Study

production



*"What appealed to us about the RICOH Pro C7110X was the ability to use white or clear toner, which would give us the opportunity to create applications that were unique. It gives us that 'wow' factor we were looking for to help us sell more print."*

—Ronnie Cain,  
General Manager,  
PC Creative Services



## PC Creative Services

Ricoh Helps a "Customer First" Business Motto Deliver a Measurable ROI

### ABOUT THE CUSTOMER

PC Creative Services is a family-owned business that has been in existence since 1973. Founded as PC Mailing Services, Inc., they were primarily a mailing house that only dabbled in printing, doing business with other trade printers and mailing houses. Their business motto has always been "helping our customers reach their customers." With that motto in mind, the management team recognized that customer expectations were changing and knew that they needed to respond to that trend to ensure the growth of the business.

Revising its business model, the company diversified their offerings, moved to an expanded facility to accommodate more business, and eventually changed their name to reflect this new positioning. By putting customers first—and investing in a sound technology infrastructure—PC Creative Services has grown to a one-stop marketing resource for a host of unique marketing services.

### CHALLENGE

"A few years ago we started seeing the direction change in the way things are produced in our world. In our efforts to diversify, we decided to expand our digital offerings," said Ronnie Cain, general manager for PC Creative Services. "We wanted to provide services that would really 'wow' customers. However, the equipment we had on the floor wasn't capable of producing the variety of marketing collateral that businesses, ad agencies and in-house marketing departments want to create and execute today. So we invested in new digital equipment."

### CHALLENGE

- Change business model to offer customers more
- Source the right mix of digital equipment to make it happen
- Deliver print options that awe customers

### SOLUTION

- Diversify and expand offerings
- Purchase the RICOH Pro C9110; the RICOH Pro C7110X; RICOH Pro 8120 with Plockmatic
- Offer complex variable data and 5th Station color capabilities

### RESULTS

- Keeping all jobs in-house resulted in 20% increase to its bottom line
- Prep times for jobs are reduced by 40%
- Offering more creative options delivers a competitive advantage

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Unfamiliar with Ricoh equipment at the time, PC Creative Services chose to go with a competitive manufacturer. Unfortunately, it wasn't a good experience. "They gave us a lot of promises about all the things their equipment could do, and it simply didn't function as we were told it would," said Cain.



The company experienced consistent downtime that resulted in lost revenue, often forcing jobs to be outsourced to a competitor to meet customers' deadlines. Registration was always an issue, as was color accuracy. "We have real estate customers that sell million-dollar homes, and when we produce a brochure for them they want the images to be crisp and accurately represent the features of the home," said Cain. "That wasn't happening and we constantly had to color correct to get the results our customers expected. It was very time consuming."

Unhappy with the overall performance of the existing digital equipment, Cain began to investigate what else was available on the market. He started to hear about our new digital production presses and made an online inquiry from an email he received from us. A Ricoh Sales Consultant invited Cain and one of his managers, a thirty-year veteran in the print industry, to our showroom in Dallas to look at the RICOH Pro C9110 and the RICOH Pro C7110X—and asked them to bring files they wanted to test on those machines. "One of the files that we brought was a real estate brochure we were having trouble printing with good color quality. It was just so awesome to see that brochure come off the Pro C9110 without having to do any color or image adjustments and with an outcome that was just perfect," said Cain.

### SOLUTION

As more of the company's files printed, Cain and his colleague were impressed with the print quality and the ability of the press to maintain registration. Next, they took a close look at the Pro C7110X with 5th Color Station capabilities. "What appealed to us about the Pro C7110X was the ability to use white or clear toner, which would give us the opportunity to create applications that were unique. It gives us that 'wow' factor we were looking for to help us sell more print, and it wasn't something anyone was doing yet in our area," said Cain.

Cain and his manager took the samples back to the office, and everyone there was impressed with the quality as well. For example, on the real estate brochure, you could actually see the design and the scrapings in the wood on the image of a wood floor that was hand-scraped. When the team learned about the many different substrates that the digital presses could easily handle, like window clings and metallic papers, they were even more excited.

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PC Creative Services also prints a high volume of black-and-white applications, including booklets, and were in need of a high quality yet affordable black-and-white digital press. “We were looking for something that was reliable with inline bookmaking capabilities. Our sales rep suggested we look at the RICOH Pro 8120 and add the inline Plockmatic Book Making System. The Pro 8120 prints 4800 x 1200 dpi, ensuring all images are crisp and clear and it just runs constantly. We could see it was the workhorse we were looking for,” said Cain.

The company decided to purchase a Pro C9110, a Pro 7110X and a Pro 8120 with the Plockmatic Book Making System.

After PC Creative Services signed with us, the Pro C9110 was the first press delivered. Prior to installation, our techs came in, viewed the facility and advised on electrical and other considerations. About a week after the installation of the Pro C9110, the Pro C7110X and the Pro 8120 arrived.

“All the installations went smoothly,” said Cain. “What was most remarkable is that, once the equipment was installed, they were ready to run with very little tweaking. We could start printing right away.”

### RESULTS

Earlier, as the company began thinking about rebranding and growing the business, they struggled for quite a while trying to come up with a name. Our equipment had a lot to do with what they ultimately chose: PC Creative Services. Adding ‘Creative’ to the name fit the bill because the RICOH Pro C9110 and the Pro C7110X were so unique in what they were producing— everything from simple postcards to lifelike brochures to books and business cards.

“This was the first job run on the RICOH Pro C9110 and the prep work alone was 40% faster. When we started printing the job, it was amazing. We actually saved about three hours running it on the Ricoh Pro C9110, which translates into hard dollar savings.”

“You name an application and we print it on those presses. When we saw that we were able to be more creative, the company named itself,” said Cain. “Our approach now is to go out and talk about the unique things that we can do with these digital presses, such as the 5th Color Station clear and white toner and show the amazing quality of the images that come off all of these digital presses.”

With the new in-house capabilities, PC Creative Services no longer needs to outsource jobs, resulting in more than a 20 percent increase to its bottom line. The company is also offering the ability to use variable data on the marketing pieces its customers send. One customer, a large credit bureau in San Antonio, prints personalized birthday cards for their members every month. Many of PC Creative Services’ non-profit clients are also now using personalization beyond the donor’s name, such as “Last year, your donation was X amount. We would certainly appreciate it if you can do this or more” and find they get better results from donors.

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Another large client does solicitation for people delinquent on tax payments and produces anywhere from 80,000 to 125,000 variable data pieces per week. On the previous equipment, it took two days to prepare the files and 1.5 days to print the job. The Pro C9100 offers preset or customized settings and an extensive paper library for up to 1,000 profiles, and comes with a Media Identification Unit that enables users to automatically determine the closest match in the Media Library, increasing productivity.

"This was the first job run on the Pro C9110 and the prep work alone was 40% faster. When we started printing the job, it was amazing. We actually saved about three hours running it on the Pro C9110, which translates into hard dollar savings," said Cain. "The other thing that we noticed about the Ricoh equipment is the text image is so sharp and so clear. We were very impressed the first time we ran that job."

On their website, PC Creative Services promotes that no matter what the marketing challenge is, the company can handle it. By leveraging the latest technology, expanding their capabilities and offering new creative applications with the quality and ease of the Ricoh digital presses, the company has achieved their goal of "helping our customers reach their customers."

"Just like every other business, we want to grow. We want to sustain ourselves. We've been around for a long time, but if you just sit dormant in this business, you won't last," said Cain. "Unfortunately, we see print shops and mail houses closing all the time. We're determined that's not going to happen. We believe that investing in the Ricoh equipment has given us a breath of fresh air, making it possible for us to go out and show people print that's just going to awe them—and they're going to say, 'We want some of that.'"



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