

# Case Study

production

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## Sir Speedy, Springdale, AR

Ricoh helps this Sir Speedy keep pace with a changing marketplace



*"Everybody today wants custom work. They want their products to look unique. It's what allows them to differentiate from the competition. If you can deliver on those requirements, you have something you can sell at a higher price point because you're not selling a commodity anymore. That's what's moving my business forward."*

*– Patrick Marbury,  
Owner, Sir Speedy  
Springdale, Arkansas*

**Sir Speedy**  
PRINT | SIGNS | MARKETING

### ABOUT THE CUSTOMER

Springdale, Arkansas is in the northeast corner of the state, which is a growing area popular with many manufacturing companies. It was here that Patrick Marbury and his father decided to open a Sir Speedy in 1998. The father and son wanted to start a business together and, after reviewing a number of franchise opportunities, chose Sir Speedy due to the excellent support Franchise Services, Inc. (FSI) provides to their franchisees. Shortly thereafter, Patrick's father left the day-to-day operation of the business and Patrick has navigated the many changes in the print industry for nearly two decades as the company's president and owner.

Primarily a business-to-business print provider, Sir Speedy Springdale serves clients large and small in a wide variety of industries, including healthcare, banking, higher education, manufacturing, real estate and retail.

### CHALLENGE

Beginning in business with an offset press, a six-page per minute (ppm) color copier, analog black-and-white copier and a 36" wide-format aqueous inkjet printer, Patrick Marbury has evolved Sir Speedy Springdale's print environment over the years to stay on top of new technologies and customer expectations. Marbury made the decision two years ago to sell his offset presses and become an all-digital shop.

"Everything was moving towards shorter runs, larger custom jobs and variable printing," said Marbury. "That is very different from where we first started—when we were mostly printing letterhead, envelopes and business cards. I saw that investing in the right digital technology would enable us to move away from the commodity type of printing and approach customers more holistically, building long-term relationships with them."

#### CHALLENGE

- Gain reliable digital production print capabilities
- Expand wide-format capabilities for growing signage business

#### SOLUTION

- The Mimaki JFX200 wide-format flatbed printer for speed, reduced costs and exceptional quality

#### RESULTS

- The ability to produce high-value work that customers require
- Adding significant revenue by serving a growing signage market

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As Sir Speedy Springdale transitioned out of offset printing in 2014, Marbury wanted to upgrade his digital production print capabilities. "I started having a look at what other manufacturers offered, but our management company, FSI, kept urging me to look at Ricoh's new digital production offerings. I hadn't thought of Ricoh as a serious contender in the production equipment realm," said Marbury. "I was immediately impressed."

### SOLUTION

"We purchased our first eco-solvent printer in 2007, so we were one of the first in the Sir Speedy network to really get into the sign business," said Marbury. "Since that time, our sign business has grown to 30% of my business annually. The JFX200 flatbed was exactly what I was looking for because it delivers on both speed and high-quality output. It will print at production speeds with saleable point-of-sale quality. That was the selling point for me on this machine."

"Unlike the other wide format printers I looked at, which either print quickly but look rough up close, or have good image quality but print really slow, the JFX200 is fast and the color quality is incredible."



Marbury also recognized the burgeoning signage market and began looking at options to upgrade Sir Speedy Springdale's wide-format print capabilities. What he found with other options he researched was that he could get really high speed or really good quality, but not both—until he saw the Mimaki JFX200 at the Franchise Services, Inc. International Convention in 2016.

The JFX200 is also lowering the company's ink and labor costs, since it requires much less in terms of finishing. "Instead of the multi-step process required with the eco-solvent equipment, all the operator has to do with the JFX200 is print on the substrate, cut it out and we're done. It's a night and day difference," said Marbury.

With the capability to print on substrates up to 2" thick, the JFX200 can produce a diverse range of prints for both indoor and outdoor use. It is ideally suited for the variety of applications Sir Speedy Springdale prints, such as backlit displays and signage, signs and posters, interior décor, glass and metal decorative panels and more. Its 4'x 8', landscape-oriented format is small enough to fit into most sign and graphic print shops.

The JFX200's versatility allows Marbury to cost-effectively run everything from Coroplast for real estate signs to point-of-sale and other applications printed on substrates such as MAXmetal, Dibond, PVC and wood.

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"If you can fit it in the machine, it's going to print. It allows me to be able to use substrates that aren't necessarily intended for printing, and use them to produce custom things for customers that are out of left field. For example, we're producing license plates for one of our client's fleet vehicles," said Marbury. "Unlike the other wide format printers I looked at, which either print quickly but look rough up close, or have good image quality but print really slow, the JFX200 is fast and the color quality is incredible."

### RESULTS

Marbury appreciates the direction he can take his business with the digital equipment he now has in place. "Everybody today wants custom work. They want their products to look unique. It's what allows them to differentiate from the competition. If you can deliver on those requirements, you have something you can sell at a higher price point because you're not selling a commodity anymore. Ricoh's production equipment continues to push the envelope and that's what's moving my business forward."

While Marbury does advertise and use direct mail to promote his business, he is also involved with several non-profit and charity organizations in the community. He likes to be as philanthropic as possible and, after 19 years in business, his Sir Speedy has a solid reputation in the area as the print operation people immediately think of when they want quality, value and customer care.

As his business continues to grow, Marbury knows Ricoh and his local Ricoh team will be there to continue to support his Sir Speedy. "Ricoh has become a valuable strategic partner for us. If I need something, I just call my sales representative and he comes up with a solution. Ricoh truly understands both the print-for-pay business and the production equipment business. It's important to work with a manufacturer that invests in innovation. My Ricoh equipment exceeds every expectation I have."



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