

CASE STUDY:
Ricoh partnership helps direct mail SME improve product quality and brand reputation

bakergoodchild

EXECUTIVE SUMMARY

Name: bakergoodchild

Location: Birmingham, UK

Size: 46 staff

Activity: Direct Mail/Commercial printing

Challenges

- Maintain and increase print quality
- Help customers improve direct mail effectiveness
- Poor supplier service and old print technology

Solution

- Ricoh Production Print
- Ricoh partnership, consultancy & collaboration

Benefits

- Advances print product quality
- Increases impact of direct mail material
- 400% productivity improvement
- Improves business retention and customer loyalty
- Opens new channels to market
- Provides access to advance print technology

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IAN STEVENSON, OPERATIONS DIRECTOR, BAKERGOODCHILD

baker

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CUSTOMER COMMUNICATIONS**

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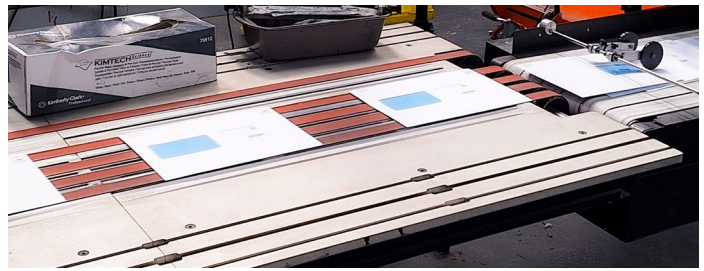
For bakergoodchild, provider of prestigious direct mail products, news that print is dead is over exaggerated. Through its own innovative vision and expertise, plus partnership with Ricoh and access to advanced print technology, bakergoodchild is providing high-quality print products to customers, increasing brand reputation and improving operational efficiency.

CHALLENGES

How often do we take junk mail from the letter box and drop it straight into the recycling bin? But when there is a leaflet with strong, vibrant and unusual colours, it grabs our attention and makes us take a second look. It is this sort of stand-out print material that bakergoodchild – a leading UK direct mail business - aims to produce for its clients. Helping the company do that and many other print products is advanced digital colour print technology from Ricoh.

bakergoodchild is a UK SME based in the Midlands providing direct mail, postage and print services to customers such as marketing agencies, retailers, utility, pharma and financial companies across both private and public sector industries.

The company aims to set itself apart from competitors by providing high-quality, premium products and services, which are delivered efficiently and cost effectively. At the core of the business is its print operation which comprises several production presses, but ensuring it meets its commitment to high-quality; the company needs to stay at the leading edge of innovation. Existing print equipment was getting to end of life, breaking down regularly and starting to cost too much time and money. Quality was compromised. Bakergoodchild was keen to forge strong business partnerships to tap into knowledge and expertise to further improve product quality.



“In the direct mail space, it is about producing high-quality products that allows us to engage with customers and market our services. Our customers are targeting their customers through the power of print, so having a quality product going out the door is imperative to the service we provide,” said Ian Stevenson, Operations Director, bakergoodchild.

Successful commercial print operations depend on factors like efficiency, meeting customer demand and, particularly, high quality print. For variety and best of breed, bakergoodchild uses a mix of print technologies. Unhappy with one of its current technology providers— especially around service levels – bakergoodchild conducted a thorough review of the market and decided to expand its relationship with Ricoh.

SOLUTION

bakergoodchild was already using a Ricoh production printer and began to deepen the relationship by deploying a comprehensive Ricoh Production Print solution comprising two additional digital colour printing presses and associated support and maintenance services. A key part of the

engagement was establishing a closer partnership with Ricoh that would go beyond simply box shifting.

bakergoodchild chose the Ricoh digital presses because of output quality which matched the company’s brand reputation. Stevenson said, “Deploying the Ricoh presses immediately gave us some of the most advanced and reliable digital print technology available today, but more importantly the quality of output was a lot better, and not just because it was new equipment. The colour quality is more vibrant, it stands out and dries on the page better.”

Features like the range of specialist toner colours on the Ricoh Pro C7500 such as gold and neon are helping the business expand the type of products and services it can offer customers. In addition to output quality, bakergoodchild found the Ricoh presses easy to use for setting up jobs, processing them and performing self-maintenance, which has increased efficiency.

Besides the Ricoh presses, an important part of the solution is service and support.

“Simon Wheeler, the Ricoh account manager, is not your typical salesperson trying to sell stuff. He is more of a facilitator that brings in experts and the right people at the right time to support us which has allowed us to move quickly on a number of projects. He has been in the print industry for a long time so brings a wealth of experience to the partnership.”

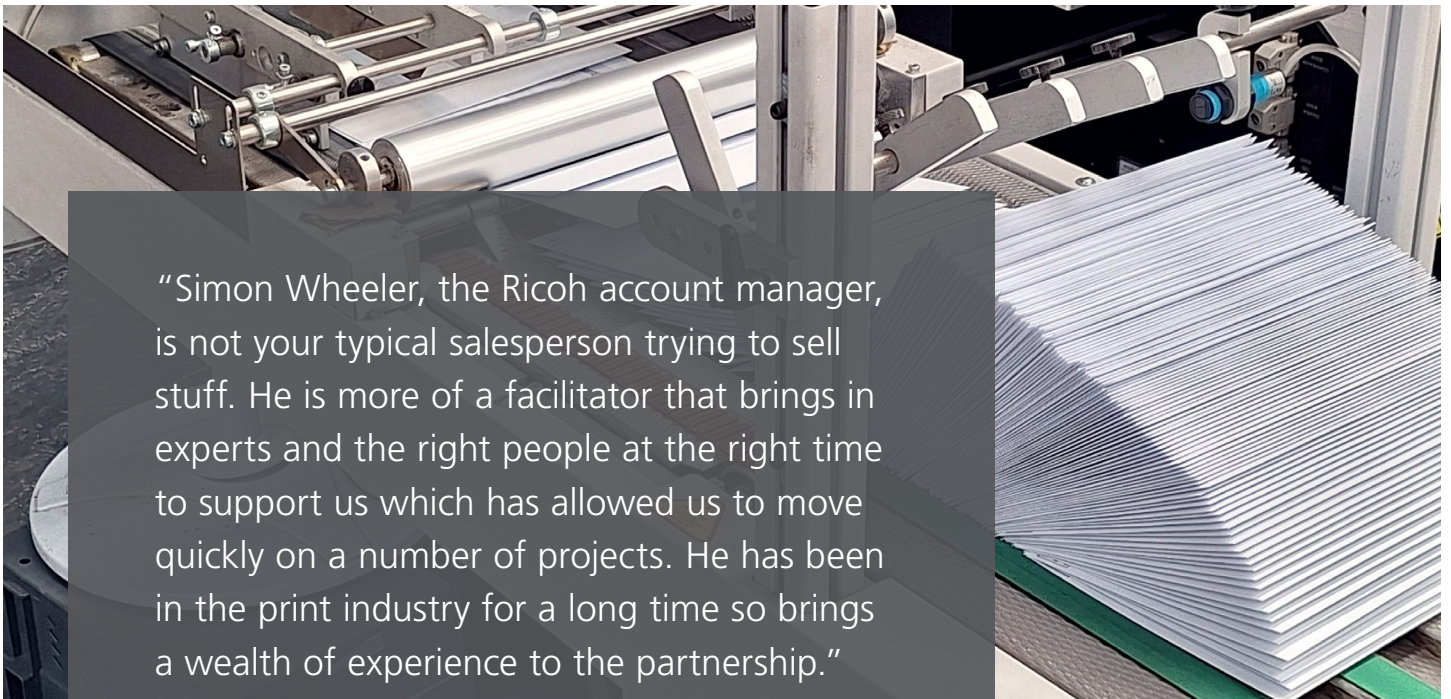
Stevenson added, “Of all our suppliers, Ricoh are held in high regard and form one of our strongest relationships. Partnership is sometimes used as a throw-away line, and I’ve dealt with suppliers where it is short termism to hit the numbers. That doesn’t come across with Ricoh. You must invest in a partnership and play the long game to benefit both parties and that is how our partnership with Ricoh works.”

To underpin the nature of the partnership, Ricoh brought in Senior Solutions Architect, Jeremy Hall, to manage knowledge-sharing workshops and collaborate with bakergoodchild on a new management information system to improve operational data analysis and control.



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BENEFITS

The relationship with Ricoh is bringing significant quality and business benefits for bakergoodchild. "Customers use our print products for promotional activities like Black Friday deals. If a piece of tat comes through the door you are probably going to ignore it. But if it is colourful, vibrant and eye-catching because of print quality, suddenly engagement increases. Then our customers see the benefit that direct mail delivers and come back to us for repeat business."

The first Ricoh device at bakergoodchild – a continuous-feed printing device – enabled bakergoodchild to streamline processes and speed up production, increasing impressions from 500,000 a month to 1.4 million. "The Ricoh technology allows us to work smarter and be more efficient. A job that was taking four hours now takes one hour and that is a 400% increase in productivity," said Stevenson.

Ricoh Pro C presses give bakergoodchild leading edge print and advanced ink and toner technology. This has helped retain business and expand existing customer relationships.

Another benefit of working with Ricoh is access to the company's expertise and knowledge in the print industry. "Ricoh aims to drive innovation and be at the forefront of technology which fits the narrative of the long game. The company is not just thinking about today or even tomorrow,

it's thinking three years ahead. The relationship with Ricoh is not just getting a product and sweating it to make a profit, it is using it effectively and constantly innovating and staying ahead of the competition," said Stevenson.

Recently, bakergoodchild launched a new Saas-based, web2print service that benefits from the Ricoh technology. This enables customers to submit letters and documents online and have them printed, packaged and mailed by bakergoodchild.

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Solutions / Products

- Ricoh PRO C9500
- Ricoh PRO C7500
- Ricoh IP5000

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history.

In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.

For further information, please visit www.ricoh.co.uk

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