

Case Study

Lantz
Commercial Printing
Production Print

Ricoh helps Lantz increase production and maximise margins



Lantz, Ireland's leading wedding stationery producer which provides stationery to approximately 5,000 wedding parties per year, has partnered up with Ricoh Ireland in order to retain its competitive edge and remain at the forefront of the industry. Thanks to an advanced

digital production print press supplied by Ricoh, Lantz has added significant value to its business in terms of increasing production capacity, maximising margins on digital jobs, reducing printing costs and improving turnaround times.

Executive summary

Name: Lantz
Location: Inchicore, Dublin, Ireland
Size: Four staff
Activity: Commercial Printing

Challenges

- Approximately 5,000 wedding parties per year
- Differentiating itself in a competitive market
- Upgrading its service offerings for customers
- Business strategy to reduce costs and turnaround time

Solution

- One of Ricoh's most advanced digital production print presses

Benefits

- Boosts the range of offerings for customers seeking wedding and memorial stationery
- Lower cost base and improved turnaround times
- Maximised margins in digital jobs
- Expansion and enhancement of print quality and options, including fifth colour and textured stocks
- Improved production capacity and speed, particularly of booklets

Challenges

Lantz, which was set up 41 years ago by Mary and Paul Hughes when they noticed a gap in the market, is Ireland's largest wedding stationery producer and provides stationery for approximately 5,000 wedding parties every year. It prides itself on giving betrothed customers across Ireland and the UK a wide range of options and helping them choose products that stand out from the crowd.

Despite continual growth and success, Lantz is constantly under pressure to differentiate itself from competitors in an increasingly busy market space and deliver high quality products whilst keeping printing costs and turnaround times to a minimum.

In order to boost its range of offerings and improve production processes, the company, which has also branched out into the memoriam and occasion card markets, decided to replace its existing press with a top-quality production print solution that was also cost-effective.

Mark Hughes, director, Lantz, said, "As the majority of our customers are brides and grooms-to-be, they are understandably very particular about their wedding stationery and the quality of the product. It's therefore vital for us to consistently be raising the bar and offering new services to them."

Solution

One of Ricoh's most advanced digital production print presses, the five-colour Pro C7100X, was installed at Lantz's Inchicore premises in Dublin. This €75,000 deal not only helped the stationery producer to significantly expand its range of services but resulted in it reducing production costs and turnaround times, thus allowing it to maximise its margin in digital jobs and increase its production capacity.



The technology within the press enables the family-run business to introduce a fifth colour to its products, which allows for white lettering as well as designs on dark or metallic paper and card. The digital print solution also offers a Neon Pink colour option and facilitates clear varnish, which opens up the possibility of enhancements with dimensional and watermark options.

Delving further into the capabilities of Ricoh's Neon Pink toner, it enhances the creative possibilities for a wide range of print and means that Lantz can produce vibrant and engaging products at no added cost. Furthermore, it expands the colour gamut and enhances images. It can also be used as a solid, highlight or graphic colour, and the toner is reflective under UV light, thus extending the printing possibilities that are offered by standard, white or clear printing.

Given the fact that there is a move towards digitally produced special effect enhancements in the industry today, according to the InfoTrends report *Beyond CMYK: The Use of Special Effects in Digital Printing*, the technology that Lantz has at its Inchicore premises means that it will be able to stay ahead of the curve.

The Ricoh Pro C7100X, which can be operated hassle-free and has a small footprint, also ensures that Lantz can deliver within tight turnaround times on short length runs, therefore maximising its productivity. It can handle a wide variety of applications, giving the wedding stationery producer the freedom to push the boat out for its customers and ensuring a high-quality finish.

Moreover, the print technology achieves improved coverage and appearance on textured surfaces and stocks such as vellum and linen, ensuring outstanding clarity and quality of finish.

Paul Kealy, Commercial and Industrial Printing Division, Ricoh Ireland, says, "Lantz is an extremely impressive company, catering to both the Irish and UK markets with its wide range of bespoke wedding, memoriam and occasion stationery. For more than 40 years, the company has shown its dedication to providing customers with the absolute best and the installation of this Ricoh print solution will ensure that it continues to impress. The Neon Pink option is a further boon for print service providers such as Lantz as it offers quick, easy and personalised designs that impress. It's a very exciting piece of technology."

Benefits

Due to the finishing options that the colour production press offers, including white lettering and designs on dark or metallic paper and card, Lantz has been able to expand its production capacity and print quality, helping it to achieve eye-catching aesthetics which are becoming increasingly

continued overleaf

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popular among wedding couples. It can now give customers an even wider range of unique styles, designs and colours which are guaranteed to make an impact. From its perspective, Lantz can now provide more services at no added cost and maximise the margin on digital projects.

The installation of the Ricoh Pro C7100X has also seen a reduction in cost base for Lantz and has greatly improved its turnaround times, particularly in the area of booklets. Prior to this equipment, Lantz staff had to assemble certain products, including ceremony booklets, by hand. However, now, the entire job can be completed by one press.

Hughes says, "It has been central to helping us continue our work in offering customers something that is a little bit different while also reducing costs and turnaround times."

The technology has also helped Lantz to increase production, performance and profitability. Moreover, as certain Lantz

members of staff received training when it was being installed, they are in a position to resolve the majority of technical problems themselves, thus saving time and money.

Hughes explains, "The service, from installation to everyday use, has been excellent. The team in Ricoh provided full training on the production printer during the installation process. That means that if there is an issue, which is very rare, I can often resolve it myself without the need to call our account manager – once again saving time and allowing us to continue to take on a large volume of customers."

Ricoh Solution/Products

- Ricoh Pro C7100X
- Full training on installation

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