



Leading coffee retailer accelerates time critical printing jobs with Ricoh



- 40% faster weekly print runs
- 75% cost reductions on print jobs
- Helps employees work more productively

COMPANY & CHALLENGE

Tchibo GmbH is a leading European coffee roaster and retailer headquartered in Hamburg, Germany. The family owned business has over 70 years of experience preparing coffee and is also known for its innovative non-food product range, including clothing, household items, and small electronics. Tchibo employs over 11,000 people across eight countries and generates an annual revenue of €3.25 billion.

To promote a new set of non-food offerings every week, Tchibo creates customised merchandise and decorations for shelving at 550 of its own stores and for an additional 18,700 retail locations across Germany. Eyecatching presentation can make a big impact on business success, contributing to higher sales volumes and greater brand awareness.

Christian Maaß, Team Lead General Services, says: "As we change our promotions every week, we have little time between the final pricing decisions and when the new product selection goes on sale. In that small window, we need to print detailed merchandising and decoration instructions for all retail locations to support sales and ensure a standardised shopping experience.



The multi-page instructions need to be packed and shipped together with the actual products. Every month, this highly time critical task involves printing around 800,000 pages, and we simply cannot afford errors or delays during production.”

To ensure its merchandising processes run on time, every time, Tchibo looked to upgrade its production printing machines. The goal was to deliver more modern, fast, and flexible printing capabilities for everything from low volume print runs of business cards and specialised large format A1 cardboard items, to high volume, multi-page, folded decoration instructions and even corporate brochures and catalogues.

SOLUTION

Creating eyecatching output

After evaluating different vendors and models, Tchibo decided to install RICOH Pro™ C9200s, RICOH Pro™ C7200sx and RICOH Pro™ C5200s colour digital production printers and a RICOH Pro™ 8310s black and white device. To streamline prepress processes, the company selected Ricoh TotalFlow Production Manager.

The capability to print a fifth colour was a key factor for the decision. “We were looking for innovation, and fifth colour printing would enable more eyecatching printed output,” adds



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CHRISTIAN MAAB, TEAM LEAD
GENERAL SERVICES, TCHIBO



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Tchibo worked closely with Ricoh to implement the printers without disrupting time-sensitive business operations. “It was a big challenge, but the Ricoh team made it work,” remembers Christian Maaß. “Together, we moved the old printers out and the new ones in. Overall, the upgrade went pretty smoothly.”

With the Ricoh solutions, Tchibo has streamlined every step of its production workflows. Once output is printed, it passes through integrated finishing equipment, such as folding units, hole punchers and ring binders. The company can also combine its Ricoh printers with an existing Plockmatic binder.

By implementing Ricoh TotalFlow Production Manager, Tchibo has added the foundation for more process optimisation. “In the past, our business departments sent us PDFs by email and we handled the entire setup process,” explains Christian Maaß. “With Ricoh TotalFlow Production Manager, departments can upload documents to a central portal and define exactly how they want them printed. This integrated, automated workflow reduces our workload in the print shop and will allow us to operate more productively.”

BENEFITS

Higher productivity, lower costs

The deployment of the Ricoh devices has helped Tchibo increase the speed and efficiency of its time critical printing processes. In particular, the Pro C9200 printer has made a big difference, as Christian Maaß confirms: “For our big weekly print jobs, the 40 percent faster performance of the Pro C9200s is a massive benefit. The end to end Ricoh solution also includes a multi-folding unit which can seamlessly process different paper sizes in the same print run. For example, the solution will fold A3 sheets in half and consolidate them with A4 sheets to form a unified set, before we complete punching and stapling as needed. Previously, we had to manually fold the A3 sheets, which was very labour-intensive and time consuming. By automating the process, we have accelerated production and boosted productivity, with items ready for dispatch sooner.”

Furthermore, the fifth colour capabilities have helped the company to substantially reduce printing costs for its corporate brochure, which every employee worldwide receives when they join the company. “By adding white toner to our printer, we can now finish tasks inhouse that we previously outsourced,” confirms Christian Maaß. “For small print volumes, outsourcing was very expensive. With inhouse fifth colour printing, we have



streamlined the process and increased production efficiency for our corporate brochure. We can now get a base version printed at larger, more cost efficient volumes than externally, and finish them flexibly in multiple languages with white toner on demand, reducing overall costs by 75 percent.”

Tchibo has also reduced downtime and integrated business processes closer with its print environment. “With our old print machines, our operators had to call support technicians for many basic maintenance tasks,” notes Christian Maaß. “If we ever have issues with the Ricoh printers, our team can typically solve them. Additionally, we have now integrated the printing of batch jobs of invoices from our SAP systems. This automated workflow is faster and more reliable than our previous manual approach.”

Sustainability and corporate social responsibility are also important concerns for Tchibo. To minimise the environmental impact of its operations, the company uses the Ricoh solution to print the decoration instructions on 100 percent recycled paper.

Christian Maaß concludes: “With our new Ricoh solution, we have modernised our print processes and accelerated innovation in our department, creating a solid foundation for the future. We are printing great quality materials for our thousands of retail locations on time, every time, which will help to drive sales.”

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-europe.com

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