

Case Study

RICOH
imagine. change.

James Hardie



“Ricoh has been excellent. I haven’t looked back.
It’s exceeded my expectations.”

David Wood, Procurement Manager, James Hardie

Project Summary

Requirements Drive print costs down and benefit from bringing out-sourced work in-house using the latest technology and document workflow solutions.

Solution A new Ricoh digital press was installed, accompanied with a ‘print on demand’ solution.

Benefits

- True visibility of printing costs
- Reduced costs
- Print on demand
- Easy-to-use solution
- Quality output
- Future developments.



Case Study: James Hardie

Background

James Hardie is a leading international building materials company and a global leader in fibre cement, one of the world's fastest growing building products. James Hardie employ over 2,500 people globally and generate revenue of more than \$NZ 1.55 billion per year.

The challenge

James Hardie wanted to review their outsourced print costs and wanted to drive print costs down and benefit from devices equipped with the latest technology and solutions.

The solution

The Ricoh team came in and assessed James Hardie's marketing material and requirements. They explained all the features and new technologies that would suit James Hardie and enable a 'print on demand' environment, thereby allowing a large proportion of their outsourced work to be brought in-house. A new Ricoh digital press was installed, equipped with a booklet maker and trimmer to produce finished marketing booklets (brochures and installation manuals) inline.

Benefits

True visibility of all printing costs

By bringing their outsourced work in-house, James Hardie for the first time were able to establish the real costs for their various marketing material booklets. This enabled them to measure the benefits and cost savings to the business.

Reduced costs

Significant cost savings have been achieved with producing their marketing material in-house, as opposed to using an external Print House.

Print on demand

With Ricoh's 'print on demand' solution James Hardie only print what they need to in order to fulfil orders and no longer have to stock pile the marketing material. Furthermore by printing on demand, James Hardie can implement changes to the marketing material immediately. Previously, changes in material would cause the stock to be obsolete. For David, "the benefit for us is we don't have to have a whole lot of value and capital tied up in printed stock in just-in-case basis, it is now a just-in-time basis."

Easy to use solution

Ricoh designed a simple and easy to use workflow system for users. This allows any trained user to simply select the desired booklet from a catalogue on the device and select the quantity required. David thinks "Its really easy to use, once it was explained and demonstrated; we just picked it up and ran with it. We got straight into it and didn't look back."

Quality output

The Ricoh digital press is proving its worth with a variety of key features, including accurate colour matching and brand consistency across all printed material.

Future developments

James Hardie are now looking to how they can use this technology to further differentiate themselves in the market, by utilising synthetic stock for the installation manuals, making them harder wearing and water proof – key elements in the building industry. "In particular, we weren't looking at our printing package. I know we have more opportunity available to us now" explains David.

Why Ricoh?

Ricoh's tailored and professional approach has enabled the James Hardie team to be able to "...manage change, adapt quickly and personalise our media, all while reducing our print cost" explains David. The overall solution has left David with the impression that "Ricoh has been excellent, I haven't looked back. It's exceeded my expectations."



A James Hardie Marketing Assistant collecting printed brochures from the digital press.