

Case Study

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“We’re very pleased we went with Ricoh. They understood what we wanted; they produced what we wanted.” Steve Hurley – Implementation Manager, PlaceMakers

Background

PlaceMakers is New Zealand’s largest supplier of building materials and hardware; employing more than 2,500 people across 71 stores from Kaitia to Invercargill.

Requirements

PlaceMakers was unhappy with a large fleet of inefficient dot matrix printers used to produce trade customer receipts with data from the company’s Enterprise Resource Management (ERP) system.

Areas of concern with the existing printers included:

- **Cost** – they were expensive to run due to the high cost of ribbons and the need for pre-printed three-part forms.
- **Speed** – they were slow by current standards, which increased customer waiting time at the checkout.
- **Dated** – the dot matrix print quality was regarded as sub-standard.
- **Restrictive** – pre-printed forms did not allow form content to be altered for promotions and other uses.
- **Service** – often required waiting several days for repairs.

Solution

The team from Ricoh spent time with PlaceMakers internal stakeholders to understand the issues. The outcome was a forms overlay print solution, teamed with Ricoh laser printers. Forms overlay printing enables the new laser printers to print correctly formatted receipts from the ERP system onto plain photocopy paper.

Benefits

Being able to print business-critical data on modern Ricoh printers has solved all of the problems PlaceMakers faced with the old system and also delivered several significant bonuses:

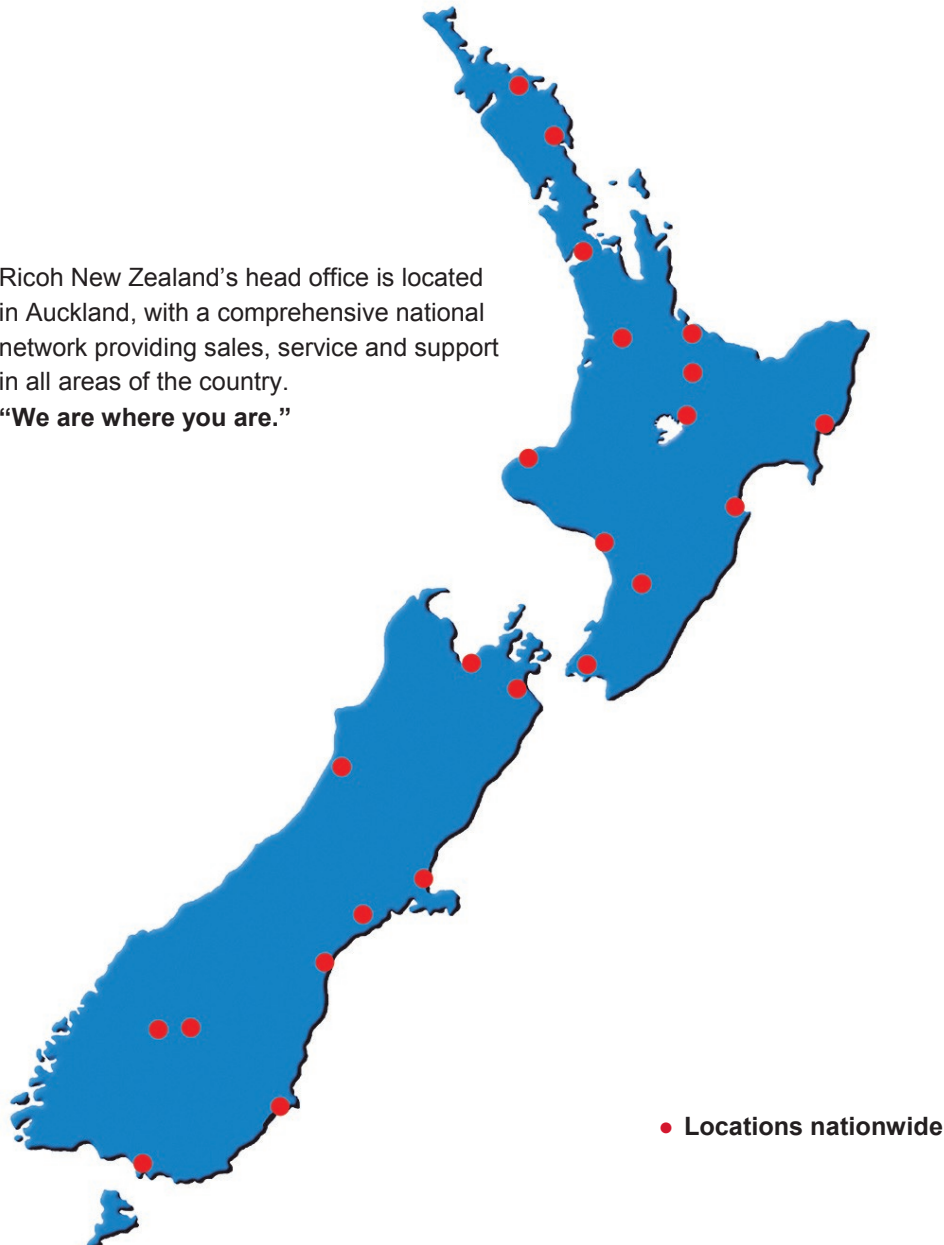
- **Cost** – A significant cost reduction was achieved by eliminating pre-printed forms and their associated storage and distribution costs. The advanced technology also results in a lower printing cost per page.
- **Efficiency** – Fast print speed reduces customer waiting time at the checkouts and trade desks.
- **Quality** – The solution produces professional looking documents.
- **Flexibility** – a simple command into the forms overlay print solution enables different versions of documents to be produced; for example a customer copy and an internal version.
- **Fleet management** – The new solution removes the need for back-up printers, as Ricoh provides reliable nationwide servicing for the printers at all of the PlaceMakers stores.

To discuss your requirements with a Ricoh Consultant,
call 0800 2RICOH (0800 274264) or email: ricohnz@ricoh.co.nz



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