

CASE STUDY / **BOSTON PUBLISHING**

Boston Publishing boost its high-resolution printing capabilities with Ricoh

Print production company Boston Publishing has been operating in the print market for more than 30 years. To meet a growing demand for high-quality, small-run print jobs, in 2014 the company established its Paperlust online print marketplace.



Paperlust offers a diverse range of custom invitation and card designs for a range of occasions including weddings, engagements, birthdays, and baby showers. Designers can submit their designs to the platform which are then selected by customers via a website. Once an order has been lodged, Paperlust then produces the print output and arranges delivery.

The challenge

Since launching its Paperlust service, Boston Publishing had been relying on two digital colour print machines

to generate required outputs. While these machines met most demands, their sub-optimal registration capabilities meant they could not handle very fine designs or those incorporating high-resolution colour photography.

“The bottom line was that we simply didn’t have the registration capabilities we needed to print an increasing number of jobs,” says Boston Publishing Director, James Boston. “This meant we were having to outsource many jobs to another printer. As well as adding additional cost, this also slowed down the rate

at which orders could be delivered to customers.”

The solution

Early in 2020, the company began a search for an additional printer to boost its in-house capabilities. A number were carefully examined by the print production team to assess their performance levels and output capabilities.

“We knew that the decision would represent more than just the purchase of a new machine for us,” says Boston. “It was more a matter of

“Ricoh worked with us from the outset to ensure the machine was installed correctly and ready to be put into production as quickly as possible.”

– James Boston, Director, Boston Publishing



which platform we would go with and that could potentially be a 10-year strategy.”

After some exhaustive comparative reviews, a decision was made in June 2021 to install a new Ricoh Pro C5300S production machine. Installation was completed in just one week.

“The Ricoh Pro C5300S really hit a sweet spot for us,” says Boston. “We could see that it had the capabilities to deliver the quality of output we needed, and it was also at a price point that made sense for us.”

The benefits

With the Pro C5300S now fully operational, Boston Publishing and the Paperlust team are enjoying some significant benefits. The machine’s intuitive user interface means staff are able to quickly load jobs and monitor the results.

The machine can deliver full-quality outputs at rates of up to 65 pages per minute and resolutions of 2400 by 4800 dpi.

“It has really enhanced the overall quality of our outputs while also giving us the ability to print onto a wider array of substrates. We now have some 25 different stocks available which allows us to meet a wide variety of customer requirements.

“We utilise an EFI ES-3000 Spectrophotometer to ensure that colour is consistent across the different stocks. It allows us to print the correct colour on whatever stock we are using and saves us from having to run test prints to match a colour from a prior order,” says Boston.

Boston Publishing is also benefitting from the more accurate registration capabilities of the machine and has slashed the amount of wastage

occurring during print jobs. Waste has gone from around 30 percent of output to almost zero.

To speed production time, imposition templates have been set up using EFI Fiery Impose and saved on the EFI Colour Controller E-27B. There is no longer the need for special rules on imposing for certain die-cuts and eliminates the need to relink files for variable data jobs. “The result being that we no longer have a complex set of rules for each set of templates which would cause confusion across our team,” added Boston.

“We’ve also installed a sophisticated booklet finisher unit on the printer,” says Boston. “This removes the need to send booklets out to an external provider and means we can complete jobs much more quickly.”

Boston says he is confident the firm now has in place a reliable, high-performance printing platform that will meet its requirements for many years to come.

“The level of service we are now receiving compared to what we had previously is like comparing chalk and cheese,” he says. “Ricoh worked with us from the outset to ensure the machine was installed correctly and ready to be put into production as quickly as possible.

“We now have a printing partner who will support our growth well into the future.”

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