

Case Study

Elite Printing Studio Boosts Output Capacity with Ricoh



Executive summary

During the past 38 years, Adelaide-based print company Elite Printing Studio has built a loyal client base across the country. The firm produces everything from business cards and letterheads to brochures, signage, and large format vehicle wraps.

About seven years ago, Elite Printing Studio made the decision to transition from an existing print vendor and deployed a Pro C7100 machine from Ricoh. The firm's staff were so impressed that, four years later, the business deployed a Ricoh L5160 wide-format printer to extend the range of potential outputs.

In early 2024, with the business continuing to grow, the team invested in a second L5160 printer. The result has been a satisfied customer base and the ability to better support ongoing business growth.

Key highlights

- The Ricoh Pro C7100 cut-sheet colour digital printer delivers a wide range of high-quality outputs
- The Ricoh L5160 wide-format printer extends output options and allows the business to accept orders for anything from signage to total vehicle wraps
- A second L5160 was recently installed to meet growing production demands

An overview

From its headquarters just outside the Adelaide CBD, Elite Printing Studio delivers high-quality print output to customers across Australia. Equipped with a Ricoh Pro C7100 cutsheet and two Ricoh L5160 wide-format printers, the company can print anything from business cards to vehicle wraps.

Quick facts

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| • Sector: | Printing |
| • Established: | 1986 |
| • Headquarters: | Adelaide |
| • Employee size: | 5 staff |
| • Website: | eliteprintingstudio.com.au |

The challenge

Growing customer orders putting pressure on printing infrastructure

As the business rapidly expanded, its existing printer fleet was facing increasing pressure. Job wait times were climbing and it was becoming difficult to schedule all incoming orders in a satisfactory manner.

“We had reached the stage where we were getting wait times of around two weeks to complete our wide-format jobs,” said Elite Printing Studio owner, Rod Gorton. “We realised that, if we wanted to continue to grow, we would have to invest in our printing infrastructure.”



The solution

Meeting the rising demand for print output

Impressed with the quality and reliability of the two Ricoh printers already in place, the company decided in early 2024 to deploy a second L5160 wide-format printer. The device offers print speeds of up to 46.7m² per hour and delivers outputs in four colours plus white. It can handle media up to a maximum width of 1625mm.

“There continues to be strong demand for vehicle wraps which this printer is able to produce in very high quality,” said Gorton. “We now have a network of installers across Australia that deploy the wraps after they have been produced by us here in Adelaide.”



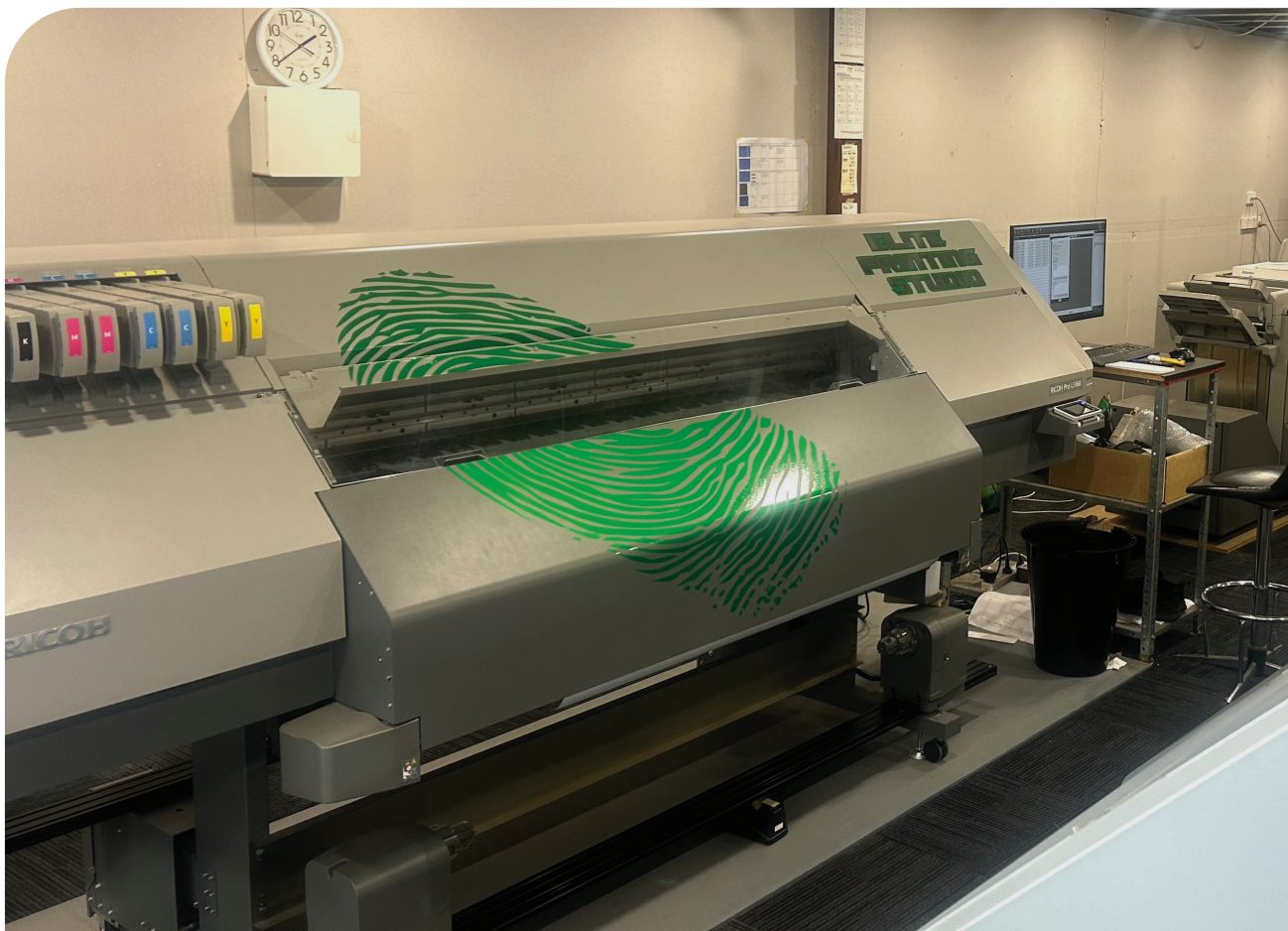
The outcome

Expanded print capacity to meet growing client demands

With the new L5160 now fully operational, the business is better equipped to meet the demands of clients.

Gorton said the market for vehicle wraps alone has grown to the point where the company is producing more than 200 wraps a year.

“We find we are using our wide-format printers to produce between 600 and 700 metres of output each month,” he said. “It’s fair to say the machines get pretty hammered but they remain totally reliable.”



Future plans

With market demand showing no sign of slowing, Gorton said he expects the company's investment in Ricoh to continue to pay significant dividends.

"We have a great working relationship with the company," he said. "I'm confident they will continue to be an important business partner for many years to come."

"We realised that, if we wanted to continue to grow, we would have to invest in our printing infrastructure."

Elite Printing Studio owner, **Rod Gorton**

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