

Case Study

# Kwik Kopy Moonee Ponds Boosts Productivity and Enhances Outputs with Ricoh

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# Executive summary

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Established in 1991, Kwik Kopy Moonee Ponds provides a diverse range of printing services for customers across Melbourne's northern suburbs. The firm's in-house design team creates everything from signs, brochures, and banners to flyers, media walls, and window decals.

In early 2024, to support business growth, a decision was taken to boost production capacity and extend output offerings to include five colour printing. After examining a range of options, a Ricoh Pro C7500 digital colour press with 5th colour option was selected and deployed.

Kwik Kopy Moonee Ponds can now deliver print jobs that make use of clear, silver, and gold toners and complete larger print jobs up to 20 per cent faster than was previously possible.

## Quick facts

- |                  |   |
|------------------|---|
| • Sector:        | <b>Printing</b>   |
| • Established:   | <b>1991</b>   |
| • Headquarters:  | <b>Melbourne</b>  |
| • Employee size: | <b>4 staff</b>  |
| • Website:       | <b><a href="http://kwikkopy.com.au/location/vic/moonee-ponds">kwikkopy.com.au/location/vic/moonee-ponds</a></b> |

## An overview

From their print workshop in Melbourne's northern suburbs, Kwik Kopy Moonee Ponds caters to the printing needs of both individual and business clients. The team can utilise existing designs and materials or develop everything from logos to page layouts from scratch.

## Key highlights

- Enhanced output opportunities: the Ricoh Pro C7500 digital colour press with 5th colour option can deliver outputs on a wider variety of substrates
- Improved productivity: Print jobs that previously took eight hours to complete can now be finished in around 6.5 hours
- Reduced Downtime: Maintenance tasks, that traditionally would have required a technician, can now be completed in-house, saving time and resources.

## Products & Solutions

- Ricoh Pro C7500 digital colour press with 5th colour option



# The challenge

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## Kwik Kopy Moonee Ponds needed a way to reduce production times and differentiate itself in the market

As the business expanded, the Kwik Kopy team found it challenging to meet the tight turnaround times required by customers. In addition, there was a growing desire to find a new point of differentiation in the market.

"Many of our customers need their print jobs completed very quickly," said owner Vivek Patel. "We needed to find a way to complete runs faster, but also wanted to offer an additional level of service. It reached the stage where we were having to outsource some jobs because we simply didn't have the production capacity in-house."



# The solution

## Deploy Ricoh Pro C7500 digital colour press with 5th colour option

After carefully examining a range of options, a decision was taken in mid-2024 to deploy a Ricoh Pro C7500 digital colour press with 5th colour option. Once it was in place, staff received a day of on-site professional training conducted by Ricoh.

"We could tell immediately that we had made the right decision," said Patel. "RicoH also installed a smaller IM C4500 multi-function printer to help us with smaller print jobs and our internal administration functions such as invoicing."



"We could tell immediately that we had made the right decision"

Kwik Kopy Moonee Ponds owner **Vivek Patel**

## The outcome



### Faster production runs and more diversified print outputs

With the new Pro C7500 digital colour press with 5th colour option operational, Kwik Kopy Moonee Ponds was quickly experiencing some significant benefits. Print jobs that used to take around eight hours now only take about six and a half hours, reducing the previous turnaround time by 20%.

Patel said the machine's ability to print using five colours meant the firm could now offer a diverse range of new outputs. This was achieved by printing with clear, gold, and silver toners and using a much wider range of substrates, between 40 and 470gsm.

**"Our new Ricoh printer is really exceeding our expectations. It is reliable, delivers rapid output, and allows us to meet the requirements of our customers for top-quality, fast-turnaround print jobs."**

Kwik Kopy Moonee Ponds owner **Vivek Patel**



## Future plans

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Patel stated that while there are no immediate plans to increase the firm's print capacity, he would certainly consider Ricoh when the time comes.

"Our new Ricoh printer is easily coping with an output of between 70,000 and 90,000 pages per month," he said. "I'm confident it can deliver even more than that and so it is likely to meet our requirement for growth for quite some time."

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Kwik Kopy Moonee Ponds owner **Vivek Patel**



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