



EDC Expert Direct Communication

European agency consolidates production on Ricoh device

Ricoh Pro™ VC60000 inkjet printer is a white paper factory

Deep colour personalisation

EDC Expert Direct Communication (EDC), based in Poland, is the largest independent lettershop in central Europe. The company provides comprehensive cross-media marketing services, including direct mail, SMS, email and pURL, for a pan-European client base.

EDC inserts 3.6 million direct mail pieces a day. The high-impact collateral, printed on demand in EDC's 24,000 m² state-of-the-art production centre, includes brochures with deep colour personalisation, scratch card coupons and tactile pop-up boxes.

Quality, speed and flexibility

Quality, speed and flexibility are critical. The personalised inserts are printed in colour and have high production values. Mailing schedules are often not finalised until the last moment and media attributes, finishing requirements and run lengths are subject to change.

To meet its demanding variable data print requirements, EDC invested in continuous-feed inkjet technology. The Ricoh Pro VC60000 delivers exceptional quality on a wide range of media, including regular, coated and recycled paper, at speeds of up to 120 metres per minute.



2 million

personalised colour pages
printed every day

"We don't need to use expensive inkjet stock. The Pro VC60000 allows us to print in high quality onto a broad spectrum of regular and coated media. It means we can offer our clients better quality at the same price."

Piotr Rogut, Chairman, EDC
Expert Direct Communication

RICOH
imagine. change.



"The Pro VC60000 is a white paper factory. We have consolidated our production on the device. It offers exceptional media flexibility and produces personalised print of the same high quality as offset."

Piotr Rogut, Chairman, EDC
Expert Direct Communication

Wide media flexibility

The Pro VC60000 was EDC's first full colour continuous-feed inkjet printer and the company carefully evaluated several different systems before making the decision to invest in a Ricoh Pro VC60000. Quality, speed and flexibility were the critical decision factors. Ricoh's technology more than matched EDC's requirements.

Piotr Rogut, EDC's Chairman, explained: "The Pro VC60000 stood out during the evaluation process. It produced the highest image quality—more stable even than offset—on the widest range of substrates. It was the only platform that would give us the flexibility to print in high quality onto different media."

White paper factory

The quality and flexibility are such that the Pro VC60000 has become a virtual white paper factory. EDC now channel all direct mail, irrespective of run length and media, through the device. High-value, time-critical applications include a regular multi-million address mailing for a global telecommunications company.

Ricoh's solution—EDC also invested in Ricoh's ProcessDirector workflow software—increased operational efficiency and improved business agility. Higher quality personalised communication is produced at a lower unit cost and in a shorter time frame, reducing the time to market and allowing EDC to take on more work.