drupa 2012 –
looking back,
looking forward
Looking back at drupa

• 14 days of hectic activity
• 315,000 visitors from 130 countries
• 1,850 exhibitors vying for attention
• 2,400 journalists looking for stories
For most commercial and digital printers, and print room managers too, the answer was ‘yes’. Anyone involved in the print industry found the answer to their questions, need or preference – all at one time and in one place – as the print world converged on Düsseldorf.

According to drupa the proportion of print directors and senior managers amongst visitors has grown to 50.8% (from 44.4% in 2008). Nearly half of all visitors placed at least one order. In short, drupa remains the place where decisions get made.

If you were there, you will remember the buzz. If you were not, here is a glimpse of what you missed (you can find out much more at http://drupa2012.ricoh-europe.com).

More interest, more business.

During the exhibition, we met printers looking for not only the latest print technology, but also advice and assistance. More and more print service providers were looking for more than simply technology: they want partnerships. Some wanted to move into digital print. Others wanted to extract more value from their current investments. Many were keen to explore diversification into new channels, markets and applications. There was a lot of interest in green solutions. Most encouragingly, there was a desire to invest in new ideas, new business and the future of print.

More opportunities.

Throughout drupa, there was a general sense that not only is print alive and well, but it is primed to deliver genuinely exciting opportunities for those who seize the chance to reinvent themselves. Ricoh stood out by offering the full toolkit to enable the transition from conventional printer to provider of marketing services (or full service marketing support).

More integration.

Print providers of all types were keen to explore the products, technology, resources and consultancy needed to create this more appropriate approach, tailored to a multi-channel, multimedia world. A world in which digital runs alongside offset, and where print is just one element within a suite of integrated delivery mechanisms.

Print and beyond.

In an industry where many print service providers are struggling to move beyond commodity print jobs, Ricoh introduced the concept of Print and Beyond. With this concept, print service providers can introduce new services that complement print, such as cross-media, so that they can move into value-added services that build upon their core print capabilities.

Graham Moore, Business Development Director, Production Printing Business Group, Ricoh Europe

Open your mind to the future of print and beyond.
The relentless rise of digital printing

Ample proof that digital print can rival the quality of offset

Trendwatch
What made drupa noteworthy in 2012?

60 per cent of drupa was digital – compared to 10 per cent of current print production [source: Mike Hilton, Graphic Repro On-line]

40% of visitors said they were interested in digital printing machinery/systems

Improvements in package/label accuracy, quality and flexibility

Here are some of the answers, trends and features...

The relentless rise of digital printing

Ample proof that digital print can rival the quality of offset
drupa saw an increased focus on solutions and print applications. That's why Ricoh designed its largest ever Production Print stand (2,000 square metres). Our core 10 zones featured 100 different applications. A spectacular 100m² LED wall and a series of live demos and seminars helped printers understand how to grow and transform their businesses.
Ricoh at drupa

Here are a few highlights of Ricoh’s 14 days at drupa...
The **Packaging Opportunity.**

Packaging was one of the most exciting aspects of drupa – and one of the busiest areas on our stand. Visitors saw how digital printing can enable short-run, on demand personalisation and customisation, through unique applications within the packaging and labels market.

**For example:**

In Germany, Berlin-based Mendot provides highly personalised digital print services that include individualised travel booklets and transpromotional, personalised packaging labels.

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Did you know?

The global market for Packaging print is expected to grow by **9%** 2009-14 CAGR

[source: Ricoh Business Driver Report: Offset vs digital; or offset and digital]

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The **TotalFlow Opportunity.**

At drupa we showcased several Ricoh TotalFlow software solutions and workflows in support of the applications being demonstrated throughout our booth. These ranged across cross-media solutions, web-to-print, and transactional workflows. Customers were shown how, through using process automation, efficiencies and cost savings can be achieved whilst retaining full job integrity and control.

One highlight was a web-to-print solution fully integrated with an MIS system to manage the printing process from job submission through to job scheduling and ultimately job fulfilment.

**For example:**

Digital StoreFront integrated with EFI’s Pace MIS solution and PrintFlow Job Scheduler were used to submit and manage live jobs being printed in the Production zone, located within the Ricoh booth.
The Innovation Opportunity.

The next generation of Ricoh technology proved a real draw, with our innovation zone proving a true centre of attention. We showcased ground breaking technology within and beyond print, including ‘Clickable Paper’.

For example:

Our 3D print display, powered by Ricoh inkjet heads, featured sunglasses, bicycle chains and even teeth. We showed how surgeons recreated the skulls of conjoined twins, enabling a rehearsal of the procedure, which in turn ensured the actual operation could take place more efficiently and swiftly.

The Publishing Opportunity.

We demonstrated how to use digital publishing to diversify and add value in an increasingly on demand world. This includes producing personalised, self-published, out of print or new books, newspapers and manuals.

For example:

Using an InfoPrint 5000GP, Re.Be.L prints digital books on demand and distributes them throughout northern Italy, with as little as five hours between creation and delivery.

Did you know?

The volume of inkjet books is expected to grow 18% 2011-21 CAGR

(source: Pira International)
The Marketing Opportunity.

At Ricoh, we are convinced that integrating print within wider cross-media communications campaigns is often the best way to expand into profitable new services and strengthen client relationships. At drupa we demonstrated how Ricoh can help any print provider make the transition.

For example:

Sweden’s Imprima Visual Communications was a traditional offset printer until it changed its name, nature and the breadth of what it offers. Today Imprima blends personalised direct mail into creative cross-media campaigns.

In Milan, Elletra Officine Grafiche has transformed from a traditional copy shop business to a web based promotional print and marketing services provider, offering online ordering via web-to-print.

The Enterprise Opportunity.

We used drupa to show how in-house print rooms and CRDs can use innovative print applications to improve the effectiveness of corporate documents and customer communications, moving from cost centre to profit driver. We showed ways to transform financial reports. As well as wide format CAD, catalogues and customer magazines and personalised marketing collateral to demonstrate individualised communication.

For example:

We demonstrated a university prospectus application, personalised to the prospective student’s courses and social interests, requested via an online registration form.

Did you know?

63%

of print rooms do not offer any variable data printing

[source: InfoTrends study on in-house production printing in Europe 2010]
Technology is nothing without business relevance. We showcased our Ricoh Business Driver Programme™ at drupa, demonstrating how tailor made guidance from independent consultants and Ricoh business specialists can help print service providers navigate the transition to marketing services provider.

For example:

On the Ricoh stand, our team of experts used new and exclusive reports from PIRA to outline strategic options for print service providers, including Offset vs digital; or offset and digital and Things that are making printers change.
The Green Opportunity.

We showed visitors how to use improved environmental credentials to differentiate and win more business from more clients, more sustainably.

For example:

We underlined the practical application and relevance of Ricoh’s Carbon Balanced Printing Programme as a way to go carbon neutral and access new markets. This new programme uses a three step Ricoh methodology (analyse, optimise and neutralise) to enable print service providers to achieve a Ricoh Carbon Balanced Printer certification.

Did you know?

All Ricoh’s printing activity at drupa was carbon neutral. We also offset the carbon generated from energy use on the stand, including lighting and catering.
The Photo Opportunity.

Through the Ricoh photo imaging zone, visitors were able to step beyond print to explore the latest in photographic innovation and optical excellence through our Ricoh range, and the recently acquired Pentax camera range.

The Transactional Opportunity.

We showcased ways to turn transactional documents (covering precision marketing, statements and financial plans, personalised investment reports and credit card mailers for instance) into powerful marketing opportunities. This entailed a tailored, personalised and customised approach.

For example:

In Germany, KRZ Lemgo uses Ricoh printers and automated workflow to control data editing, formatting, consolidation, postage optimisation and despatch.

In the Netherlands, Multi-Post’s transactional print and mail services use Ricoh production printers and Datacard solutions to personalise plastic cards and accompanying mailings.

Did you know?

95% of transactional documents are opened and read

[source: Irongate Digital Solutions, TransPromo Overview]
The continuing opportunity

Opportunities arise from conversations. To learn more about Ricoh, visit our website at:

Stay in touch.

To stay in touch with Ricoh Production Print developments and innovations, follow us on Twitter at @RicohEUBdriver, visit our Facebook site at: http://www.facebook.com/ricoheuproductionprint

Clients can register now to take part in our Business Driver Programme, at: http://www.ricoh-europe.com/services-solutions/production-printing/business-driver-programme