



CASE STUDY:

Offering chocolate lovers an irresistible taste of luxury with vibrant, eye-catching packaging



GMHABIS_{sal}

Using the RICOH Pro™ C7200SX, Patchi has added extra visual impact to the packaging for its luxury chocolates, ensuring a premium customer experience every time.

COMPANY & CHALLENGE

Since opening its first store in 1974, Patchi has gained international recognition as one of the world's leading luxury chocolate companies. Today, the company sells its personalised chocolates, pralines and giftsets to consumers and corporate clients around the world both online and via boutiques and cafés in Jeddah, Riyadh, Beirut, and London. The company's hand-picked ingredients, expert craftsmanship, and unique packaging create a mouthwatering mixture of tastes, textures, colours, and aromas.

In recent years, Patchi has expanded its presence in Lebanon by opening its first cafés in Beirut, and the company has also increased its global reach through the launch of e-commerce sites serving Europe, North America, Oceania, and the wider Middle East. The company now produces more than four tonnes of chocolate every day at its main factory site.

Mr. Bilal Basrawi, General Manager at Patchi Industrial Company comments: "As part of our online and bricks-and-mortar expansion, we decided to review our packaging and consider ways to revitalise the design of our chocolate boxes, sleeves, and other product casings. We want to ensure our customers always enjoy a truly unique experience whenever they peel back the wrapping."



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Mr. Bilal Basrawi, General Manager



To create its packaging, Patchi had largely relied on an in-house printing press for many years. While capable of producing smart, personalised designs, the standard four colour CMYK device was unable to produce output with the vibrancy and visual impact that the company's marketing team now had in mind, or to print onto certain substrates, including wrapping film. For these jobs, and for designs incorporating white toner, Patchi turned to a third party, which increased costs and lead times.

SOLUTIONS

To help give its packaging designs a fresh, contemporary, more creative look, Patchi aimed to enhance its in-house printing capabilities. The company turned to local Ricoh business partner and print specialist GM Habis for assistance. Patchi chose to replace its existing production printer with a five colour RICOH Pro C7200SX sheetfed digital press, opening up a whole new world of colour and visual innovation.

"To help us to understand the capabilities of the Pro C7200SX, GM Habis created a range of sample packaging to

showcase the different media and colour profiles available," says Mr. Basrawi. "We were immediately impressed with the fifth colour capabilities and the vibrancy of the output created with the Ricoh device."

Using the Pro C7200SX, Patchi can now print packaging with an extended colour range, including using neon effects and white toner to create base layers and undercoats. The company can also explore printing directly onto textured media and thin sheets of packaging film.

To help Patchi hit the ground running, GM Habis and Ricoh calibrated the device and colour profiles for its unique packaging needs, and offered in-depth training to users.

"Being able to print high quality packaging almost as soon as we installed the new device was a key requirement, and Ricoh and GM Habis understood this perfectly," comments Mr. Basrawi. "Both teams went the extra mile to help our employees get to grips with all of the features and functionality of the devices, and help us establish truly efficient, reliable printing processes."

"With high quality, scalable and flexible printing from Ricoh at our fingertips, we can create packaging that is as sensually appealing as our delicious chocolates."

Mr. Bilal Basrawi, General Manager



BENEFITS

By enhancing its printing capabilities with the Pro C7200SX, Patchi can now design, create and produce vibrant and appealing packaging at high speed and scale. The extensive media flexibility of the Ricoh device also means that Patchi can print unique, innovative designs onto packaging components such as wrapping films.

"With the Ricoh solution, we've been able to experiment with a much wider array of packaging possibilities," says Mr. Basrawi. "We're very pleased with our new designs: they are more lively and visually appealing, and will help to ensure our customers enjoy their experience from the moment they receive and start to unwrap our chocolates."

By redesigning its packaging and promoting the new designs on social media, Patchi hopes to drive consumer interest and increase in-store visits and online traffic in the months ahead.

The collaboration with Ricoh means that Patchi now has more sophisticated in-house print capabilities, eliminating the need to outsource some jobs to a third party. As a result, Patchi can reduce time to market for new products and cut costs.

Mr. Basrawi concludes, "With high quality, scalable and flexible printing from Ricoh at our fingertips, we can create packaging that is as sensually appealing as our delicious chocolates."



ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter.

With cultivated knowledge and organisational capabilities nurtured over its 85 years' history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).