



## Ricoh's compact all-in-one solution prints directly onto garments

### Family run print business

A successful family run business, Natural Print Solutions prides itself on the personal service it extends to its clients. Proudly claiming 'if it can be printed, we can supply it', the company supports city clients and local businesses with a range of printed collateral, including stationery, brochures, signage and promotional merchandise.

Natural Print Solutions used external suppliers to print T-shirts and other garments. Outsourcing added cost and increased lead times. The company considered using heat transfer media to print garments in-house, but the process was time consuming and the quality did not meet client requirements.

### Compact in-house solution

A chance conversation led to Natural Print Solutions bringing garment printing in-house. A sales representative mentioned that Ricoh had introduced an all-in-one Direct to Garment printer that was easy to use, offered outstanding quality and could moreover 'pay for itself within two sets of ink'.

With a price tag of under €5000, the Ricoh Ri 100 was affordable and Natural Print Solutions decided to invest in the technology. The compact inkjet system prints directly onto garments. Perfect for short-run applications, it allows Natural Print Solutions to produce high quality merchandise in-house.

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SOLUTIONS  
the natural choice for all things print

## Ri 100

simple all-in-one Direct to  
Garment print solution

*"The Ri 100 is simple to use. It is as easy as printing onto paper. And, because the process is digital, we can change the design from one garment to the next."*

Matthew Bradford  
Business Owner

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imagine. change.



*“Our customers love the quality of the merchandise produced on the Ri 100. The ink is absorbed into the fabric, giving it a soft finish. The garments can be washed, and unlike vinyl or transfer media, the images don’t crack or peel.”*

Matthew Bradford  
Business Owner

### Intuitive design application

The Ri 100 is used to produce a variety of merchandise. The company’s range now includes branded workwear, such as polo shirts and fleeces, and event merchandising, like promotional T-shirts and tote bags, all of which are printed on the Ri 100. The quality is exceptional and Natural Print Solutions is able to offer its clients a same day service.

Ricoh’s bundled design application is used by Natural Print Solutions to create eye catching graphics. The application enables images to be dropped into a pre-set template and overlaid with text. Designs can be previewed on screen before they are printed. And, because the process is digital, designs can be changed from one garment to the next.

### Simple production process

The compact all-in-one system has proved easy to use. Images are printed directly onto garments mounted on interchangeable trays. The ink is absorbed by the fabric and cured when the tray is moved to the integral heating unit. According to Natural Print Solutions, the whole process takes less than five minutes.

Natural Print Solutions has been impressed with the printer’s versatility, using it to print everything from simple text to full colour graphics on a range of merchandise. Clients appreciate the quality and the speed with which orders are fulfilled. Keen to expand its garment printing business, Natural Print Solutions will soon be on Etsy.