

Customer Case

Rebrand and refresh reinvigorates print business

Kohler Medien

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Ricoh helped a traditional high street printer rebrand and reinvigorate its business. Now a successful media agency, Kohler Medien provides digital marketing services for its growing customer base. Ricoh was well placed to support the printer, offering objective business advice and class leading production print technology.

kohler **medien**
Druck · Copycenter · Design / Medienverarbeitung

Strategic business review

The print industry is constantly evolving. Digital technology enables high impact personalised print communication to be produced on demand. Embracing this new service, customers challenge their suppliers to deliver ever more creative and engaging collateral.

Keen to expand its service portfolio and grow its customer base, Kohler asked Ricoh to conduct a comprehensive review of its business. Working with Kohler's management team, Ricoh's business consultants considered how best to align the company's services with the changing market dynamics. Ricoh's analysis encompassed branding, services and technology.

Rebranded and reinvigorated

A strategic rebrand helped to position Kohler Medien as a full service media agency, whilst consolidating its design and production facilities and implementing an optimised digital workflow enabled it to expand its service portfolio.

To facilitate growth in business volumes and meet new and more demanding customer requirements, Kohler's ageing 'copy shop' printers were replaced with specialised production systems and a Fiery workflow established. Ricoh's state-of-the-art technology has streamlined production processes, enabling Kohler Medien to print personalised collateral on demand.

Acting as a full service media agency, Kohler Medien now advises its customers on their marketing campaigns, managing their data for them and providing high quality variable data print and mail fulfilment services.

Objectives

- Review business strategy
- Reinvigorate business
- Expand service portfolio
- Win new customers
- Increase revenue and margin

Results

- New go-to-market strategy
- Successful rebrand and launch
- Customer campaign management
- Streamlined production processes
- New high value / margin business



Ricoh put us under the magnifying glass, reviewing our business strategy to help us reach out more effectively. Rebranded as a media agency and equipped with state-of-the-art production technology, we are attracting new customers and working on higher value contracts."

Fritz W. Kohler,
CEO of Kohler Medien AG

Media savvy operation

Ricoh conducted a detailed and objective review of Kohler's strategy. Demand for its traditional print and copy services was falling and it was apparent that Kohler needed to reinvent itself to meet rapidly evolving market needs. To win new customers and compete profitably in a dynamic market, Kohler needed to reposition itself as a full service media agency.

Kohler's print and media divisions were merged and rebranded as Kohler Medien. Customers visiting Kohler Medien's new high street premises now see a digital end-to-end workflow that encompasses data, design, print and mail fulfilment. With its new name, new positioning and service-led operation, Kohler Medien appeals to a broader and more media savvy customer base.

To meet customer demand for high quality / high impact promotional print collateral, the company's ageing 'copy shop' printers were replaced with modern production systems. Two Ricoh production printers replaced four legacy devices, dramatically increasing the range and quality of print collateral whilst reducing spatial requirements and minimising production costs.

Professional production printers

A Ricoh Pro C7100S production printer is used to produce colour brochures, business cards and banners. Printing at incredibly high resolution and with precise front-to-back registration on a variety of substrates, the Ricoh Pro C7100S allows Kohler Medien to create vibrant and individually personalised direct mail pieces of a quality comparable to offset litho.

All black-and-white production requirements are met using a Ricoh Pro 8110S. It supports the same media as the colour printer and produces output of similarly high standard. Using the machine's in-line interposer and booklet finisher, full-bleed colour covers, printed on the colour device, are easily integrated with black-and-white content to create high impact reports, brochures and manuals.

A Fiery workflow, implemented by Ricoh, supports the production process. A single Fiery Command Workstation manages both Ricoh Pro systems. Fiery's Impose and Compose application simplifies the creative process and, using PrintShop Mail, personalised data is easily incorporated within any design, enabling Kohler Medien to create targeted marketing campaigns for their clients.

Solution

- Detailed development plan
- Rebrand and reposition business
- Consolidate people and premises
- Establish a digital workflow
- Optimise production environment

Benefits

- Sustainable business strategy
- Management of customer data
- Added-value print services
- Increased value and profitability
- Easily scalable business model

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