

# ciconi

Ciconi Capitalising on Resurgence of Print. Business information and data management, utilising creative communications.

## Executive summary

**Name:**

Ciconi Ltd

**Office Location:**

Warboys, Huntingdon

**Challenge:**

To capitalise on a growing demand for print by further enhancing its cost-effective print portfolio.

**Solution:**

Ciconi has added a VALEZUS T1200 to its range of print solutions, which already boasts a RISO ComColor 7150 and ComColor 9150.

## Ciconi Ltd

### The Client

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Ciconi is in the design, print and mail information and data business, devising creative ways to get its clients' messages across to its customers.

As well as working with a number of clients in many different sectors, particularly charities, education settings, and transactional printing, Ciconi has also carved out a niche working with companies that need to send out volumes of printed materials, such as utility providers.

For example, they were recently contracted to provide transactional paper-based communications to the customers of a major water company.

So, with a mix of clever thinking, the latest technology and a highly talented team of people who deliver exceptional levels of customer service, Ciconi has cemented their place as a leader in their field.

### The Challenge

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While digital communications have without doubt accelerated over recent years, more and more organisations are turning to print to provide communications that matter.

**“It’s the cost savings when it comes to RISO, especially on any print run under 20,000 when it comes to forms and letters. We can do it at a better price on the RISO than others could on a litho press for example.**

**And with the added benefit of doing colour personalisation as well, which is key for many sectors, particularly our charities clients.”**

Elisabeth Glasper  
Managing Director

Printed materials get read. They get shared within a household. They have impact and they hold weight. When done right, the return on investment makes sense. The challenge for any company in the communications space is how best to consistently deliver efficient, cost-effective printed materials that make an impact and that clients love.

Ciconi have many clients in the charity sector, government and utilities. It has spotted a niche that it is making its own - taking on transactional print jobs that require a certain volume of sheets being produced quickly and cost-efficiently, consistently and reliably, in colour or in black and white.

A company like Ciconi wouldn’t want to be doing million+ a day billing and is finding that with digital billing the blend between paper and digital gives rise the short-to-medium run lengths.

The challenge is how best to do that.

### The Solution

Ciconi has grown with RISO. They had previously been using the RISO ComColor 7150 and ComColor 9150, giving them the ability to provide customers with another avenue to reduce costs and reach more people with mailings.

The company has now taken delivery of a compact, single-engine RISO T1200, the very latest in the evolution of high-speed, cutsheet inkjet printers that can deliver 165ppm in colour and can support AFP/IPDS, PS and PDF formats.

Elisabeth Glasper, Ciconi Managing Director says,

**“The T1200 is the perfect solution for both short and long run transactional printing, combining**



**excellent cost performance with the flexibility to meet the varying job demands that large continuous feed printers find difficult to handle efficiently.**

**This device is ideal for many reasons, including higher duty cycles, low maintenance requirements, consistent colour production without regular calibration, and lower running costs than more traditional and toner-based printers.**

### The Benefits

**The addition of a high-capacity feeder, high-capacity stacker, and a Fiery FS2100C controller make it a powerful machine in Ciconi’s arsenal – we have migrated work from toner devices to the RISOs already as it is more cost efficient for our company and client alike. The low total cost of ownership of the RISO also makes the numbers stack up and has helped us win contracts.”**

In fact, Elisabeth says: **“It’s the cost savings when it comes to RISO, especially on any print run under 20,000 when it comes to forms and letters. We can do it at a better price on the RISO than others could on a litho press for example. It would simply be too expensive with larger single-roll devices, or toner printers.**

**And with the added benefit of doing colour personalisation as well, which is key for many sectors, particularly our charities clients.”**

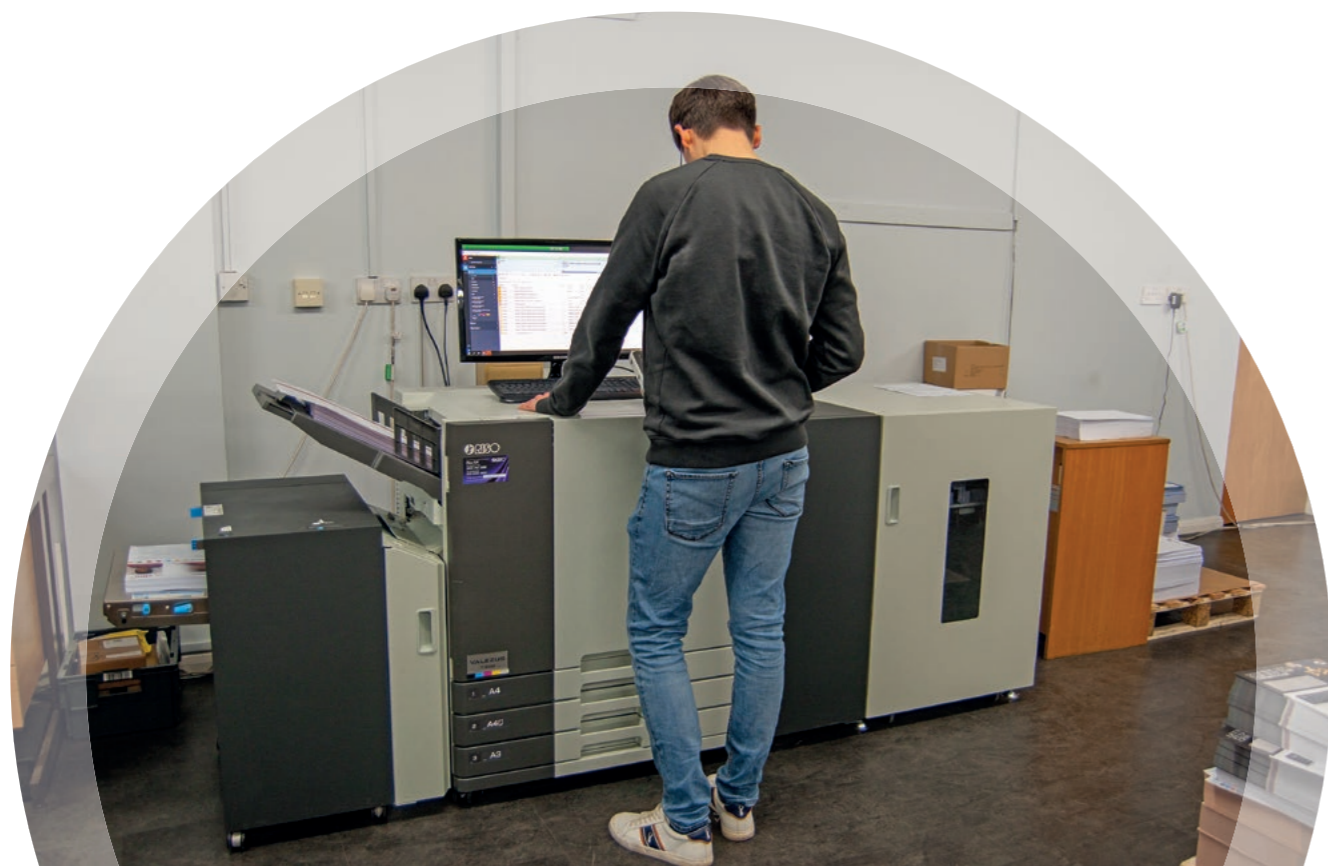
Ciconi can easily print over 200,000+ sheets a day at peak times across all RISO devices.

Additionally, the RISO can closely colour-match client logos and branding, making them ideal for transactional printing.

**“With high speeds of 165ppm, operating efficiencies are improved which increases our productivity, helping our overall margins,”** continues Elisabeth. **“The RISOs are also incredibly reliable devices which helps our scheduling and therefore our ability to meet client SLA’s.”**

What’s more, Ciconi’s use of RISO has even been highlighted in a case study by one of its transactional clients keen to stress their own environmental credentials. They state how no emissions, low power usage and little waste helps them to ensure they are operating in an environmentally friendly manner. This powerful message has also helped Ciconi position itself as an eco-driven company.

Ciconi also sources eco paper, so having eco printers in their portfolio has helped influence the decisions of prospective clients and in doing so helped win new contracts.



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**Elisabeth Glasper**  
Managing Director



## **RISOs Don't Just Tick the Box, They Set the Standards**

Ciconi will continue to use all the RISOs it has in its stable, powering forward in a competitive market.

**“We’re impressed with RISO printers as they are perfect for transactional printing and are extremely good production printers. The speed is right, they are reliable, the service levels are brilliant, and waste is kept down because they are very reliable and replacement parts are minimal. They hit the sweet spot.”**

**“Because they are robust and reliable, the RISO improves scheduling because you just expect it all to run smoothly. Where we bid for new business, we include the use of RISO as their low TCO helps give us a competitive edge.”**

**“RISOs are easy to operate and because they use a cold process, there’s no waiting for them to warm up. Also, because the paper doesn’t curl, it can seamlessly ease into the post-finishing process. This is ideal when you need a quick turnaround and have tight SLAs to meet.”**

**“By using RISO printers Ciconi is also able to position itself as an eco-driven company, due to their low energy usage, zero emissions and few replacement parts. This is important to us.”**

Elisabeth Glasper, Ciconi

**“It’s been wonderful to watch Ciconi grasp the opportunities and forge ahead as a communications company that innovates. As a long-standing user of RISO, Ciconi has been able to take advantage of the latest inkjet technology and we’re proud that we can help play a part in the company’s success.”**

Dinis Cachao, RISO



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