



Flexible platform supports a wide range of applications

Vibrant high resolution colour

Zalsman is a successful Dutch graphic arts media company. Founded in 1857, Zalsman has over 150 years' experience in the print industry and was the first commercial printer in the world to adopt Ricoh's Pro VC60000 continuous feed inkjet technology.

The colour inkjet press bridged a gap in Zalsman's product range. Printing in vibrant high resolution colour onto coated offset paper, it allows Zalsman to meet client demand for affordable yet very high quality, personalised print communication.

New business opportunities

Prior to the introduction of the Pro VC60000, Zalsman had used offset and toner-based processes to produce personalised collateral. Using Ricoh's innovative inkjet technology, Zalsman was able to streamline its production processes and improve output quality.

Running coated offset media, the Pro VC60000 produces output of the same high quality as offset printing. Recognising the business potential this presented, Zalsman diversified its portfolio to include personalised deep colour campaign collateral and short run books.



1000 books

Typical break point:
inkjet vs offset

"We diversified our portfolio to include personalised campaign collateral and short run books. The Pro VC60000 is fully employed and we are making money with it."

Frans Selles, Director,
Zalsman Innovative Print

RICOH
imagine. change.



“One of the biggest advantages of the Pro VC60000 is its ability to print onto coated offset paper. It means that we can produce vibrant personalised marketing communication of a quality consistent with offset.”

Herman Verlind, Director,
Zalsman Innovative Print

Personalised marketing collateral

Zalsman’s Pro VC60000 is equipped with an undercoat unit that enables it to print onto a wide variety of media, including coated offset stock. Crucially, this media costs less to buy than inkjet paper and yet its use allows Zalsman to produce personalised marketing communication with a look and feel that is consistent with offset printing.

Zalsman uses GMC Inspire Design to create on-brand marketing campaigns for its blue chip clients, and Ricoh ProcessDirector to manage its workflow. Managing client data, Zalsman personalises the communication and prints onto coated offset stock. The collateral looks stunning and the campaigns elicit excellent response rates*.

*5% to 8% on multichannel campaigns (email and print)

Short run books

The Pro VC60000 is also used by Zalsman to produce short run books for clients in the education sector. The dynamic platform is ideal for this application as the content is delivered ready collated. Zalsman’s price modelling suggests that the process is more economic than offset for orders of anything up to 1,000 books.

Adding personalised marketing and short run books to its product range has helped Zalsman build volume and increase profitability. The flexibility of the platform is such that the Pro VC60000 has become Zalsman’s go-to production system. Zalsman’s Pro VC60000 is in constant use; running two shifts a day, five days a week.