



Incredible colour matching capabilities ensure that communication is on brand

Invention and innovation

Copy General, a leading Prague-based print services provider, was established more than 25 years ago. The company built its reputation for innovation and quality as the Czech Republic began its own remarkable transformation. From the beginning, invention has been central to Copy General's success.

The forward-thinking company takes full advantage of new creative opportunities. Using innovative technology and its own inventive approach, Copy General creates eye-catching print collateral for a truly international client base and differentiates itself within the buoyant Czech market.

Dazzling designs

Copy General serves a diverse range of customers, from the general public via its retail outlets, to multinational companies committed to brand communication of the highest and most consistent quality. Its latest investment, a Ricoh Pro C7200x five colour digital sheet fed press, is helping it to set new standards.

The powerful print resource is fully exploited by the ambitious team at Copy General. Using neon pink to light up designs, and harnessing the incredible colour matching capabilities of the five colour press across a variety of media, they create dazzling on brand print collateral for their clients.

COPY GENERAL

Pitch perfect

registration and colour matching

"Our clients expect something different, something better, something special. The Ricoh press is a powerful resource. We use neon pink to expand the colour gamut. It allows us to create dazzling and accurately matched on brand print communication."

Linda Sádlová,
Director of Print Division

RICOH
imagine. change.

"One of the benefits is perfect registration. We print double sided collateral in a single pass. With other systems, we need to print at least ten sheets before we are happy. So, with our Ricoh machine, we are reducing waste and saving money."

Linda Sádlová,
Director of Print Division



Adding extra appeal

Copy General selected the Pro C7200x because it offered something extra, something that would appeal to clients. The press is used for everyday production, delivering vibrant CMYK print of exceptional quality at pace. What is more, by adding a fifth colour in the same pass, it allows Copy General to create stunningly effective special effects.

The main application is regular CMYK output. The Pro C7200x feeds a broad range of media, including SRA3+ and long sheets. It also offers incredibly accurate and consistent registration. For Copy General, this is a major advantage. It allows the company to produce pitch perfect double sided output in a single pass, without wasting time or materials.

Subtle pink highlights

As well as supporting a wide range of formats, the Pro C7200x prints onto coated paper and specialised substrates, including film and textured card. Its exceptional media handling capabilities mean that Copy General is able to use the same versatile system to prepare eye-catching Point of Purchase graphics, branded packaging and envelopes.

But it is the fifth colour that is making the difference. Copy General uses neon pink to extend the colour gamut. Adding neon pink to the mix adds impact. The CMYK colours remain consistent but, with a neon pink channel adding new vibrancy, images leap off the page. Clients love the quality of Copy General's colour work and its business is booming.