

Case Study

# Multinational publisher benefits from 26% cost saving.

Ricoh's Print&Share Eco has helped Lannoo-Distrimedia, drastically simplify their consignment process.



## The Challenge

Lannoo is one of Belgium's leading publishers of fine arts and lifestyle books. Through their sister company, Distrimedia, they also distribute books, maps and tourism guides for other publishers.

Over 4000 order lines pass through their warehouses every day. This more than doubles with the Antwerp Book Fair and 'book week' events.

The sheer scale of the operation was complex. Each handpicked consignment required two sets of documentation, shipping labels and more. Clients had also requested pre-delivery notes but changing the warehouse software was too expensive. There was also a need for document archiving for reprint requests. The process was time-consuming, arduous and prone to mistakes.

In addition, the weight and wastage of paper documentation was unsustainable. Lannoo-Distrimedia had a five-year print contract with another company for 1,000,000 prints. Yet in just two and a half years they had already reached their agreed limit.

## Customer Objectives

- Stop paper waste
- Prevent documentation mistakes
- Reduce warehousing 'picking' time
- Establish electronic archiving

## Ricoh's Solution

- Eliminates unwanted prints
- Automated content merging and condensing to fewer sheets
- Paper-saving profiles applied in just one click
- PDFs created for archive



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LANNOO

DISTRIMEDIA

# Complex problem. Speedy result.

## The intelligent solution

With Print&Share Eco, Ricoh was able to provide Lannoo-Distrimedia with a one-stop solution for all their document needs. This intelligent software reduces paper and eliminates paper waste in just one click.

It evaluates documents page-by-page, spotting white areas and even completely unused pages, then re-arranges the contents in order to save sheets. In some cases one properly formatted double-sided sheet can hold all the information that takes up to four sheets. Manual reformatting would not have been a feasible option for Lannoo - costing more effort and time than is eventually saved in terms of printing costs.

Print&Share Eco provided them with the savings, without the hassle. The average cost savings were 26%. That translates to 10,000 less printouts in ten months and savings of up to 56% were achieved in their busiest period.

## Expanding client offering

The advantages of Print&Share Eco went further than cost saving for Lannoo-Distrimedia. It cut human error too. The whole operation was streamlined. The warehouse pickers had the paperwork halved - and their job was made far easier.

Thanks to Print&Share Eco, it became possible to send customers pre-delivery notes as they had requested. It also allowed them to easily customise consignment notes with individual client logos. Archiving for re-orders, including the addition of some metadata, was now a simple automatic PDF creation process.

Total cost of ownership (TCO) and CO<sub>2</sub> emissions were reduced at the same time. As Systems Manager, Peter De Bel said, "I only wish we had done this years ago."

**" Print&Share Eco was just what we needed. It helped us not only reduce costs dramatically but also simplify what had become a very difficult in-warehouse 'picking' problem. We made an excellent decision for the company all round."**

**Peter De Bel** Systems Manager, Lannoo Uitgeverij Belgium



## Service Improvements

- 26% cost saving
- Simplified documentation
- Enhanced 'picking' accuracy and speed
- Integrated archiving including addition of metadata

## Business Advantages

- No additional hardware required
- Optimal saving on labour and time
- Faster, more efficient output
- Ease of management



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