



## Five colour process delivers dramatic improvements in quality

### Diversifying print services

Nati X STAMPARE le vostre idee – Born to PRINT your ideas – is the motto of Italian print specialists, Erre Pi Centro Copie. With Ricoh's help, Erre Pi has expanded its services to become a 360° commercial printer. The company now produces a wide range of merchandise for its retail and business customers.

Innovation, quality and speed of service are critical to Erre Pi's success. The company relies upon Ricoh technology; using Ricoh digital cut sheet presses to produce brochures, booklets and magazines, and Ricoh latex printers to produce large format window graphics and point of sale banners.

### Direct to Garment solution

Erre Pi's range also includes bespoke T-shirts. The production process, which used heat transfer media, was labour intensive and did not produce garments of premium quality. To overcome these limitations and expand its garment printing business, Erre Pi invested in a Ricoh Ri 3000 Direct to Garment (DTG) printer.

Taking advantage of Ricoh's DTG print technology, Erre Pi expanded its range to include pre-packaged fashion T-shirts ([www.t-style.it](http://www.t-style.it)) and personalised T-shirts for next day delivery ([www.printmygadget.com](http://www.printmygadget.com)). The business is proving to be highly successful, with Erre Pi producing upwards of 400 garments a month.



400+

T-shirts a month

*"To expand our garment printing business, we needed to make dramatic improvements in quality. We selected the Ricoh Ri 3000 for its ease of use, outstanding quality and affordable price."*

Enzo Cingari, Managing Director,  
Erre Pi Centro Copie

**RICOH**  
imagine. change.

*"The production process is simple. The colour graphics stand out against the white background and the soft touch inks give the garments a quality feel. Using the Ri 3000, we have been able to expand into new markets."*

Enzo Cingari, Managing Director,  
Erre Pi Centro Copie



### Vibrant soft touch graphics

Erre Pi conducted a detailed technology review, selecting the Ricoh Ri 3000 DTG printer for its ease of use, outstanding quality and affordable pricing. Printing directly onto garments has simplified Erre Pi's production process, whilst the quality of the finished garments is much better than those produced using heat transfer media.

The Ri 3000 uses five colours to produce stunning high resolution graphics. Adding a white base layer when printing onto coloured garments ensures vibrancy and, with laser assisted table height adjustment, Erre Pi can print onto thicker fabrics. The eco-friendly pigment inks are absorbed into the fabric to give garments a softer and more durable finish.

### Simple production process

Erre Pi's production staff have found the Ricoh technology incredibly easy to use. Ricoh's bundled AnaRIP DTG print application automatically creates colour separations and, using the TrueView feature, production staff can view an on-screen simulation of the printed garment and optimise the print settings before committing a design to print.

The Ri 3000 has transformed Erre Pi's garment printing business. Erre Pi has been able to expand into new markets, producing high quality fashionwear for retail customers, as well as offering next-day delivery on web-based orders. The response has been astonishing with orders doubling month on month since the Ri 3000 was installed.