



## Klamerica

Ricoh Direct to Garment printer produces high quality fashionwear

## Cost effective solution delivers a fast Return on Investment

### Diversifying into new markets

Klamerica is a small but successful printing business. Located in the centre of Zagreb (Croatia), Klamerica initially provided general print and copy services to local businesses but, with help from Ricoh and its partner Eurocop, Klamerica has diversified its product range and expanded its customer base.

The company uses Ricoh production technology to produce high quality print collateral. A Ricoh Pro™ C5200s digital press is used by Klamerica to produce brochures and booklets of offset quality, and a Ricoh Pro™ L4160 latex roll to roll printer, to create stunning posters, cards, banners and stickers.

### Personalised garment printing

Following enquiries from its customers for personalised T-shirts, Klamerica investigated garment printing, testing the market using heat transfer media. Whilst there was clearly demand for printed apparel, the two-step production process proved laborious and the finished garments lacked quality.

Direct to Garment (DTG) printing would overcome the issues but the existing printers and inks were prohibitively expensive. Ricoh's partner Eurocop came to the rescue. The Ricoh Ri 6000 DTG printer it loaned to Klamerica for evaluation was fast and produced high quality merchandise at an affordable price.



**klamericadizajn**

*Spajamo dobre stvari!*

[www.klamericadizajn.hr](http://www.klamericadizajn.hr)

# 100%

Return on Investment  
in less than 12 months

*"The Ricoh Ri 6000 is faster than other DTG printers; it produces print of exceptional quality and has low running costs. It was an easy decision."*

Ivan Vrhovac,  
Business owner

**RICOH**  
imagine. change.



*“Like any business, we needed support when we started out. Ricoh and its partner Eurocop were brilliant; sharing their ideas and letting us test the market with new technologies and applications.”*

Ivan Vrhovac,  
Business owner

### Retail quality, premium price

Klamerica was blown away. The Ri 6000 proved to be productive and easy to use, allowing Klamerica to print vibrant eye catching graphics onto variety of garments, including dark T-shirts, with minimal effort. Importantly, the numbers stacked up too, with the pricing of the printer and its inks promising Klamerica a fast return on the investment.

Recognising that customers were looking for quality and choice, Klamerica sourced a range of high quality garments, including tailored T-shirts, lightweight hoodies and branded outerwear. Using the Ri 6000 to print onto the garments, Klamerica produces retail quality, premium price fashionwear for a number of independent designers.

### Fast Return on Investment

Klamerica also opened its own outlet in Zagreb and offers a next day service on personalised garments ordered via its web shop. Garment printing complements Klamerica’s existing business, allowing the company to offer a one stop service — posters, cards, banners, stickers and merchandising — to local schools and businesses.

Garment printing is proving to be a lucrative business. Within a year of acquiring the Ri 6000, Klamerica had sold more than 3500 garments; generating profits that more than covered the initial investment cost. What is more, by focusing on quality and providing a broad range of services, Klamerica has been able to expand its customer base.