



## Ricoh's low cost solution provides a fast return on investment

### Creative print services

Artel Print (Artel) was the first commercial printer in Ukraine to buy a Ricoh Ri 100 Direct to Garment (DTG) printer. The company is delighted with the printer. It has proved to be a sound investment, with Artel making a full return on the purchase within a month of purchase.

A creative print agency, Artel crafts beautifully engineered collateral for its clients. The company uses state of the art technology and innovative manufacturing processes to print vibrant graphics onto a variety of substrates, including glass, cardboard and fabric. The results are stunning.

### Risk-free investment

The inventive approach helps Artel to add value and differentiate its services. The company is always keen to explore new opportunities and when a client enquired about production of branded tote bags, T-shirts and hoodies, Artel decided to evaluate garment printing.

Artel's supplier, Megatrade, recommended a DTG solution, using the Ricoh Ri 100. Artel was impressed with the printer's ease of use and the quality of the finished garments. Indeed, with its affordable price point and competitive ink costs, the Ri 100 was seen by Artel as a risk-free investment.



# 100%

ROI achieved within a month of purchase

*"We are impressed with the Ri 100. For such an affordable solution, it is surprisingly effective. It enabled us to make a risk-free entry to the garment printing market."*

Konstantin Kuzmin,  
Owner, Artel Print

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*“The Ricoh Ri 100 exceeded our expectations. The production process is simple, and the finished merchandise looks sensational. It has given us the confidence to look for more garment printing opportunities.”*

Konstantin Kuzmin,  
Owner, Artel Print

### Simple production process

The Ri 100 is a compact, all in one DTG printer. It uses Ricoh inkjet technology to print high resolution images onto white and light coloured garments, including T-shirts and tote bags. Perfect for bespoke orders and for short run applications, the digital print process allows garments to be individually personalised.

As Artel discovered, the Ri 100 production process is simple. Eyecatching designs can be created using the bundled Ricoh design software and printed directly onto garments. No pre-treatment is required; images can be fixed and the garments prepared ready for sale using the printer’s optional heating unit.

### Vibrant colour images

Artel’s first commission was an order from Odessa Zoo for 500 eco bags, printed in a variety of designs. The bags are sold as merchandise in the zoo’s visitor centre. The zoo, which had in the past been forced to place larger orders for similar merchandise, was impressed with the speed and flexibility of Artel’s service.

The zoo was also impressed with the quality of the finished eco bags. The animal-styled graphics, printed in high resolution directly onto the eco bags, were vibrant and exciting. The eco bags proved popular with the zoo’s visitors and Artel, who had recovered their investment costs on the first order, were asked to print more.