

Ripon Printers Makes Major Additions to Digital Printing Capabilities

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FOR IMMEDIATE RELEASE:

Ripon Printers further expanded its digital printing and production capabilities by acquiring a new Ricoh Pro C9210 color sheetfed printer and a Plockmatic PBM500 booklet maker. The digital press, scheduled for installation by year end, complements existing Ricoh color printers and features quality comparable to offset, high reliability for long runs, generous paper capacity, expansive media support, and ease of use.

Of special significance to print marketers is the Ricoh's ability to deliver consistent, repeatable, superb color and image quality. The system is also compatible with Ripon Printers' XMPie software, which provides powerful variable data one-to-one marketing solutions for print and cross-media campaigns.

The Plockmatic PBM500 likewise represents the latest generation in modular inline booklet making. It can stitch and fold up to 50 sheets, creating booklets of up to 200 pages. The patented folding mechanism provides a sharp and professional looking book for a wide range of publishing applications. And the optional Book Fold module adds the finishing touch with a square folded edge giving booklets the appealing look of a perfect-bound book.



“The new Ricoh color digital press and the Plockmatic International booklet maker help us keep pace with the increasing demand for our digital services,” says Julie Newhouse, president of Ripon Printers. “The quality, speed, and versatility of these state-of-the-art additions also enable us to meet changing customer needs and help us deliver on our mission of customer delight.”

Through its Traxion Multichannel Marketing Support Services, Ripon Printers offers a wide range of complementary digital capabilities including digital storefronts, PURLs, augmented reality marketing, campaign analytics, variable data publishing, and digital editions.

About Ripon Printers

Ripon Printers (Ripon, WI) specializes in the production and distribution of catalogs, publications, manuals, soft-cover educational products and digital communications. The company's hallmarks are flexible scheduling that meets today's fast-paced marketing environment, exceptional customer training programs that improve clients' productivity, and equipment diversity for handling a wide range of needs. The result is a customer experience that is friendly, efficient, and hassle free.

FOR MORE INFORMATION, CONTACT:

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