



Grafoprojekt

Print service provider selects Ricoh Pro™ T7210 UV flatbed printer

The printer is used to decorate prefabricated panels for hotel use

Tailor-made print solutions

Grafoprojekt is a successful print service provider. The company, which is based in Croatia, supports its client base with a wide variety of print services. Its products range from brochures, catalogues and business cards to large format posters, advertising hoardings and display graphics.

A print innovator, Grafoprojekt invests in new technology to differentiate its services and provide clients with tailor-made solutions that really stand out. Its latest acquisition, a Ricoh Pro T7210 UV flatbed printer, enables Grafoprojekt to print directly onto rigid substrates.

Pre-printed graphic panels

The investment was opportunity-driven. Tourism is booming in Croatia and to present a fresh face to visitors, many hotels are undergoing refurbishment. Grafoprojekt recognised that supplying pre-printed panels would enable the hotels to update their decor more easily.

Grafoprojekt already used roll-fed inkjet technology to produce display graphics but was looking for a solution that would allow it to print directly onto rigid substrates, such as wood, aluminium and glass. The Pro T7210, which is designed for industrial decoration, ticked all the boxes.



3.2 x 2.1 m

vibrant, room-sized graphics

"We have established a reputation for fast, reliable and high quality services. We monitor market trends and invest in technologies, like the Pro T7210, that allow us to better support our clients' requirements."

Goran Božanić,
Owner and CEO

RICOH
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Versatile media support

Grafoprojekt considered a number of alternative technologies before selecting the Ricoh Pro T7210. The range of supported media and media sizes were critical to the selection process. Grafoprojekt was looking for a solution that would allow it to print high resolution graphics on to a variety of rigid and semi-rigid materials.

Ricoh's inks adhere well to rigid construction materials, such as MDF, Dibond and perspex, as well as to lighter substrates, like card and Forex. And, what is more, because the Pro T7210 supports panel sizes of up to 3.2 x 2.1 m, Grafoprojekt is able to use the same system to manufacture everything from small-scale signs to room-sized graphics.

Effortlessly productive

The Ricoh solution is proving to be both flexible and easy to use. Its integrated vacuum table ensures that materials are held firmly in place, whilst full bleed printing eliminates the need for post-production trimming. And, with coverage of up to 100 m² per hour, the Pro T7210 is also proving to be highly productive.

The hotels using Grafoprojekt's print services are delighted with the quality of the finished panels. The bespoke room-sized graphics produced by Grafoprojekt are beautifully rendered and, because they are prefabricated, they can be installed quickly, reducing the downtime that is usually associated with refurbishment work.