



## Jyske Bank

Bank benefits from switch to Ricoh production systems

### Personalised communication helps bank present a friendly face

#### A different kind of bank

Jyske Bank, the third largest bank in Denmark, is not an ordinary bank. A challenger brand, Jyske Bank lives up to its promotional tagline 'Make a Difference', using its advisory services, interior design, behaviour and communication to present a friendlier face to customers.

Its branch offices are comfortable meeting places where customers can enjoy a freshly ground coffee whilst browsing packaged banking services from the retail display. Jyske Bank was also the first bank to present up-to-the-minute financial news via its own internet-based TV station.

#### Personalised communication

Jyske Bank communicates with its customers on a personal level. The bank's in-house print shop produces a wide variety of high impact communication material, including direct mail, brochures and even personalised comic books for its younger customers.

The print shop has a strong relationship with its equipment supplier and when X&CO became a Ricoh reseller, it was happy to trial new technology. Fast forward a few years and Jyske Bank is an enthusiastic Ricoh client, used by X&CO as a live demonstration site.



## Threefold

Increase in real world productivity

*"Ricoh's printers are very good; by far the best I have worked with. An operator can run several machines at the same time and, because they are so reliable and hold so much paper, our productivity has increased threefold."*

Carsten Gaarde, Print Shop Manager, Jyske Bank



*"We have also invested in a new Ricoh Ri 6000 Direct to Garment printer. It is compact, easy to use and the quality is excellent. We will use it to produce individually personalised T-shirts for our 'open by night' events."*

Carsten Gaarde, Print Shop  
Manager, Jyske Bank

## Real world productivity

The print shop is equipped by Ricoh. Jyske Bank has three Ricoh Pro™ C9110 colour sheet fed presses, a Ricoh MP CW2200SP wide format GEL-Jet printer and an Efi H1625 flatbed UV hybrid printer. The three 130 ppm Pro C9110 systems produce output of near-offset quality and are the print shop's go-to platform for general production work.

Print output ranges from transactional statements and letters to mailing pieces. The colour production printers have impressed on many levels, but it is their astonishing real world productivity that has made the biggest difference. It allows the print shop to operate with fewer staff, whilst increasing capacity and cutting lead times.

## Banners, pop-ups and T-shirts

The print shop also produces banners, pop-up displays and window graphics for open days and events. The H1625 flatbed UV hybrid printer is proving a versatile one stop solution and is used by the print shop to print high resolution graphics on a range of materials, including PVC, foamex and card.

Garment printing was perhaps the only missing piece of the jigsaw. Jyske Bank saw a demonstration of Ricoh's brand new Ri 6000 Direct to Garment (DTG) printer at FESPA and were immediately sold on its quality and ease of use. It will be used to produce promotional T-shirts and branded apparel for in-house events.