



PAPELITO
IMPRESION & MARKETING

Comercial
Printing

Always at the forefront, Papelito is recognized in the industry as an expert supplier of branded products, merchandising and corporate gifts, delivering a first class service through personalized attention, respecting deadlines and always going beyond for its customers, open to innovation and constant development.

The Customer

Papelito is a Chilean company founded in March 2006, which in its beginnings began marketing exclusively merchandising material, making very innovative products for the time based on stationery with printed sticky notes, impregnating each product with its own seal. To date, they are the only company in Chile that prints them.

In the search to satisfy all the requirements of the market, Papelito has been developing different items, that is how in 2018 they expanded their base portfolio, incorporating the full range of stationery printing products.

In 2019, in order to deliver a fully comprehensive service, they incorporated a new line of business: **Printed Advertising Gifts**.

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Critical success factors:

- To have the current technology to deliver a quality product to its public and private clients.
- Human Resources, to have qualified and trained personnel in process technologies.
- Differentiate from the competition, mainly with the quality of products, response times, coverage.



The Challenge

In order to maintain high levels of customer satisfaction and expand its commercial coverage, Papelito shared with Ricoh the most important challenges to be addressed, among them were: **Optimization of internal processes in the production area and an increase in printing capacity.**

"Specifically these efficiencies have manifested themselves in improved production and delivery times, reducing very long work days. Improved production costs, reduced material loss due to job returns and increased competitiveness."

In addition, they expressed their **interest in expanding into new markets: packaging and labels**, and for that they had to acquire new knowledge and technologies that would allow them to meet the quality required in these lines of business.

Ricoh, as Papelito's future strategic partner, thoroughly investigated the requirements covering each step of the process, and which technologies could meet these needs to provide improvements both internally and to their end customers. In summary, the chosen solution had to meet three variables: **estimated immediate implementation time, affordable cost and verifiable effectiveness of both the solution and post-sale.**



Solution

Ricoh, presents a printing solution based on the potential of Efi Fiery tools in conjunction with the Ricoh Pro C9200, which meet the needs of both internal and end customers. The customer sees a real value proposition in Ricoh and decides to opt for our solution.

- Ricoh Pro C9200.
- 36-month maintenance contract.



"The incorporation of this new technology has impacted not only at the level of the final product or financial indicators, but has impacted people, improving the quality of life of our employees, their families and delivering a better experience to our customers."

To learn more about our solutions, go to:
www.ricoh-americalatina.com

Solution

Papelito **obtained immediate benefits**, which were reflected from the first days of using the Pro C9200 equipment, since thanks to this new technology and the recommendation of our experts, the customer was able to **automate and improve its internal processes, achieving efficiencies throughout the production chain.**

Specifically, these efficiencies have been manifested in improved production and delivery times by reducing long working days. Improved printing costs, reduced material losses due to job returns and increased competitiveness.

In addition, thanks to the acquisition of the Ricoh equipment, Papelito incorporated new capabilities that allowed it to expand its product portfolio, offer new types of work, improve print quality, cover a greater number of substrates, provide versatility in formats and papers, increase its printing capacity and access a new market: **packaging, labels and forms.**

Results for RICOH

It is an honor to indicate that Papelito considers Ricoh a **strategic business partner** that it can count on to provide comprehensive printing and communication solutions that meet the needs of its customers and the market.