

Case Study

production

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MGX Copy

Ricoh Helps MGX Copy Revamp Online Digital Printing with Production Printing Technology that Delivers a Captivating Customer Experience



"The RICOH Pro C9110 production printer turned out to be our dream machine. It enabled us to truly deliver on our 'no open box surprises' promise to our customers."

– Lawrence Chou
Founder and CEO
MGX Copy
San Diego, California



ABOUT THE CUSTOMER

There's nothing typical about MGX Copy in San Diego, California. An anomaly in the commercial printing space, MGX Copy has never owned an offset press. In fact, the company's CEO and founder, Lawrence Chou, wouldn't even know how to run one.

Instead, MGX Copy has been 100 percent digital from day one. That day began out of frustration six years ago, when Chou was told by a local printer that the marketing collateral he needed produced would take several days. When he went to retrieve his order, Chou recognized that the registration was off, the color quality wasn't right, and an upcharge was added for full bleed. To get it right, the printer required even more time.

Chou realized that there had to be a better way of ordering printing and marketing collateral in a timely matter that would also not compromise the quality of the materials. He knew that his desire to improve the overall customer experience within the print industry could also benefit businesses all across the U.S. With this vision in mind, in 2010, Chou launched MGX Copy, a 100 percent digital printing operation, powered by an online ordering portal, from his garage.

Today, MGX Copy has two production facilities in San Diego and a third site launching in New York City by the end of 2016 to support the growing online digital printing enterprise. The company was named the 17th fastest growing company in San Diego and last year made the coveted Inc. 5000 list of the fastest growing U.S private companies—a distinction typically given to tech, bio or energy leaders, not printing companies.

CHALLENGE

- Fast-paced workflow with tight turnaround times
- Commitment to perfection, customer experience
- Adjustments to hit color, solids and gradient targets
- Volumes growing, need for more advanced printing solution

SOLUTION

- Beta test next-generation Ricoh production printer
- Upgrade fleet from RICOH Pro C901 printers to RICOH Pro C9110 systems
- Dedicated support, on-site Ricoh technician

RESULTS

- Business grew by 585 percent over last several years
- Consistent quality, longer runs, trusted output
- Over 3,000 customer reviews, 98 percent satisfaction rate
- Best customer experience, fast turnarounds, exceptional print quality

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How did MGX Copy come so far so quickly? They did it by seeing the opportunity to revamp what it means to buy digital printing online. By bringing together some of the brightest minds to create proprietary technologies that deliver the very best experience for customers buying print. And by partnering with printing technology innovators like Ricoh that share MGX Copy's vision to re-shape the industry landscape.

CHALLENGE

Accuracy and reliability are the cornerstones of MGX Copy's business model, and the company has taken an unusual path to achieve this vision.

Orders can be delivered anywhere in the U.S. within 24 hours, and 95 percent of its orders are shipped all across the country. If a delivery is late or the customer doesn't like the finished product, there's no charge. Just as remarkable, MGX Copy has very few employees who rose through the ranks of the printing industry. Most of its workforce is under 30 years old, bringing skills in software engineering, Management Information Systems (MIS) and marketing.

"It's hard to find anyone under 30 that wants to work in the printing industry today. They want to be programmers and entrepreneurs and work in fields like technology and energy," said Chou. "From the beginning, we decided not to focus on the product itself, but on the experience of buying digital printing from MGX Copy. And we needed that talent pool and innovative mindset to do that."

At one point, one third of MGX Copy's workforce was comprised of millennial-aged software engineers, designers and developers. These bright minds built the company's job submission software along with its proprietary marketing and advertising programs.

"We don't accept anything less than perfect for our customers. That's the way it should be."

There's not a single off-the-shelf software solution driving the company's online portal where customers shop, buy, track and proof digital print jobs from the comfort of their own home or office. MGX Copy offers a variety of commercial print products—color or black-and-white copies, business cards, brochures, postcards, mini posters and saddle-stitched, perfect-bound and spiral-bound booklets.

"We didn't want a fragmented system," said Chou. "We wanted to be able to deliver digital printing with fast turnarounds and the best customer experience. To do that, we created everything ourselves."

That investment in customer experience has paid off. MGX Copy consistently earns the highest five-star ratings from customers that review the company on Facebook, Google, Yelp and other online sites.

"We don't accept anything less than perfect for our customers. That's the way it should be," said Chou.

MGX Copy initially partnered with another digital printing system provider and over time, Ricoh entered the mix when its commercial-grade RICOH Pro C901 production printer became available. Faster and able to output more pages per month than competitive digital printers—at a better price point—the Ricoh technology fit well with MGX Copy's operation that thrives on fast delivery, quality output and reasonable prices.

"We did almost a million pages a month on each of our RICOH Pro C901 machines," said Chou. "When we finally retired them, we had the highest meter clicks of any Ricoh machines in the country. We were really satisfied with what Ricoh was doing for us at that point."

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“We tested the RICOH Pro C9110 printer and every issue we had with the 901s had been addressed. Color, solids, gradients were all better. Even better than other manufacturers’ digital printers,” said Chou.

The RICOH Pro C9110 production printer offers high-speed digital production at near-offset quality. It produces up to 130 pages per minute and transitions effortlessly between jobs. With this system, images print at up to 1200 x 4800 dpi resolution and the workflow is automated to reduce production prep work. It’s also affordably priced so MGX Copy could maintain its price point while increasing the quality of its output.

While this Ricoh production printer was clearly the star of MGX Copy’s production floor—running the most volume—there was still room for improvement. The company was experiencing some issues and had to make adjustments on-the-fly to get color, solids and gradients exactly right.

Fresh off an internal meeting where future initiatives in production print technology was discussed, the Ricoh team had an idea, one that would remove these issues and advance the capabilities of this growing, extremely innovative online digital printer.

SOLUTION

Just like MGX Copy, Ricoh wasn’t satisfied with anything short of perfection.

With a next-generation digital production printing system in development, Ricoh decided to bring one of its biggest users, MGX Copy, into the process. Engineers from Ricoh’s headquarters in Japan talked with MGX Copy to discover what the company needed most. After learning how much volume the company was running and making some adjustments to the technology based on Chou’s feedback, MGX Copy was selected to be the beta test site for the new RICOH Pro C9110 color production printer.

“The RICOH Pro C9110 puts Ricoh on the map for production printing. There are so many reasons for a printer to invest in this technology.”

“The RICOH Pro C9110 production printer turned out to be our dream machine,” said Chou. “It enabled us to truly deliver on our ‘no open box surprises’ promise to our customers.”

With RICOH Pro C9110 printers, MGX Copy can now handle landscape configurations up to 27.5 inches. It can run 40 sheets more per minute than before. And there’s less system adjustment to hit quality marks.



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Chou was so impressed with this new Ricoh technology that he volunteered to participate in the break-out session about the technology at Graph Expo 2015. When he finished, he volunteered to work in Ricoh's booth, sharing his enthusiasm for the technology with attendees.

"I was really excited about it. The RICOH Pro C9110 puts Ricoh on the map for production printing. There are so many reasons for a printer to invest in this technology," said Chou.

To support MGX Copy, Ricoh has a dedicated full-time technician working on-site to keep the printers up and running and quickly troubleshoot if problems arise. The Ricoh team also meets regularly with Chou to discuss issues and exchange ideas on how to further improve processes at MGX Copy.

"Ricoh's service and support is amazing," said Chou. "From day one, they've taken care of us."

RESULTS

As the relationship between Ricoh and MGX Copy has grown and flourished through the years, so has MGX Copy's bottom line. In the last few years, MGX Copy's business has increased by 585 percent. Part of that comes from this online printer's unique vision and focus on providing the best customer experience. Part of it stems from its unrelenting efforts to drive the industry forward.

"I'm proud of what we've accomplished and how we have a different take on this industry," said Chou. "Ricoh has supported us all the way with their technology and expertise."

All Ricoh, All Up-time

Today, MGX Copy features RICOH Pro C9110 printers on its production floor. All of its RICOH Pro C901 printers have been replaced with this next-generation production print technology from Ricoh.

"The RICOH Pro C9110 printers were a complete improvement across the board. The quality is more consistent, we can do longer runs and we trust the output better," said Chou. "And we have a partner we trust to keep us up and running."

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Customer Ambassadors

Ultimately, MGX Copy measures its success by one question—has it delivered on its promise to its customers? Since its founding days, MGX Copy happily reports the answer to that question is a resounding YES!

Of the 3,000 plus online reviews the company has received since its inception, MGX Copy has maintained an impressive 98 percent satisfaction rate. It continues to earn five-stars in nearly all online reviews. And it consistently delivers printed materials that help their customers convey information in captivating ways.

"Our customers leave us reviews that are amazing all across the board," said Chou. "This is difficult to do and maintain, especially at the rate we're growing and scaling. But we've been able to do it because we keep our eye on what's important—providing the best customer experience, best turnarounds and best quality printing."