

# Lean print process supports manufacturing

AGCO



AGCO's products ship with detailed document packs. The company's print supply chain struggled to keep pace with orders until Ricoh implemented a lean production process. Bespoke document packs are now printed on demand and delivered ready assembled to the production line. Ricoh's service has streamlined the manufacturing process and eliminated costly production delays.



## Complex print needs

AGCO is a global leader in the design, manufacture and distribution of agricultural equipment. The company's product range includes tractors, combine harvesters, hay and forage equipment, seeding and tillage implements, grain storage and protein production systems, which are marketed under the Challenger, Fendt, GSI, Massey Ferguson and Valtra brands.

The company has spent more than €300 million over the last five years on the facilities at its manufacturing plant in Beauvais, France. The high-tech production site covers more than 30 hectares and employs 2,500 people. It is the largest AGCO-owned tractor production facility in Europe and has the capacity to build 20,000 vehicles a year of 11 different model types.

A comprehensive document pack accompanies each new vehicle when it leaves the production line. The pack comprises several different components, including a quick start guide, detailed operating instructions, a service manual and service record. The contents change according to the make and model of vehicle and the language requirements of the territory for which the vehicle is destined.

## Lean production process

AGCO's print requirements are complex and the print supply chain had, at times, failed to keep pace with the production schedule. Late or incomplete delivery of document packs delayed the shipment of high-value customer orders. And, with the contents pre-printed and stored on the shelf ready for make up, there were significant costs associated with storage and obsolescence.

Ricoh implemented a lean production process that allowed AGCO to overcome these issues. Bespoke document packs are now digitally compiled, printed on demand, assembled and delivered to the production line, just in time for shipment. Ricoh's solution has eliminated production delays, improved production quality and reduced production costs.

## Objectives

- Lean manufacturing process
- Streamline print production
- Increase print capacity
- Enhance print quality
- Right first time, just-in-time delivery

## Results

- Seamless production process
- Bespoke collateral printed on demand
- Ready assembled packs
- Professional print quality
- Just-in-time delivery



*We want the best for our customers. Ricoh helped us to transform our print supply chain. Our technical documents, which are now printed on demand, meet the professional quality expected by our customers and are ready in time to ship with our products.”*

Richard Markwell,  
CEO, AGCO France

## Managed in-plant facility

Ricoh was already a supplier to AGCO, supporting its office environment with Managed Document Services. Having consulted with AGCO about its production requirements, Ricoh's document consultants re-engineered the print supply chain, establishing a managed facility that produces high-quality, ready assembled document packs on demand for the manufacturer.

The in-plant production facility is equipped with sophisticated print and print finishing equipment and is capable of producing document packs of much higher quality than those produced in the past. In addition to colour and black-and-white printing, the facility has capacity for booklet making, wire and glue binding, punching, CD printing and plastic wrapping.

The facility produces more than 50,000 document packs a year. The packs are printed, assembled and delivered in accordance with AGCO's production schedule. Ricoh's operatives download the latest version of documents and make up individual packs on demand according to a detailed specification. The professionally presented document packs are delivered on a just-in-time basis.

## Just-in-time delivery

Ricoh's extensively equipped in-plant production facility has virtually unlimited capacity and has proved itself capable of responding quickly to changes in AGCO's vehicle production schedule. And, with documents printed on demand, AGCO can now incorporate last minute changes within the document packs and bring new products to market more quickly.

The service has streamlined AGCO's manufacturing process and eliminated the costly delays that had previously been associated with print production. Adding value to the business and improving operational agility, the document packs are professionally presented, accurately compiled and delivered to the production line just in time for shipment.

And, what is more, the company enjoys considerable cost savings resulting from the optimisation of its print production processes. The use of more efficient technology has reduced print expenditure by €40,000 per annum whilst, moving to an on-demand, just-in-time production model has eliminated the risk of obsolescence, reducing scrappage costs by around €25,000 per annum.

## Solution

- Consultative advice
- Solution design and implementation
- Managed in-plant service
- Automatic compilation process
- State-of-the-art technology

## Benefits

- Expert business partner
- Consultative and supportive approach
- End-to-end management
- Significant cost savings
- Improved focus on core business

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