

# RICOH DOT ENTERPRISE

## CASE STUDY: CULLIGAN WATER



### About Culligan:

After 65 years in the water treatment business, Culligan Water has become synonymous with quality. The “Culligan Man” is recognized the world over and Entrepreneur magazine named the franchise number one in its industry; but inefficient printers and outsourced forms were beginning to drown the water expert in unnecessary costs and inefficiencies.



The outsourced remittance card was converted to standard 8 ½ x 11 card stock and printed in color and 4-up. Based on product code, DOT automatically populates the back of each card with a custom marketing message

Invoices were given a new look and the ability to hide internal product codes on the customer copy, while keeping the codes visible on internal-use-only copies. Dunning statements were converted to print without the need to manually collate the forms, and product tickets, now printed on NCR, were updated with new checks boxes and a customer sign-off.

### The Problem:

Culligan wanted to convert their invoices, dunning statements and product tickets from impact to laser printing and eliminate outsourced customer remittance cards. The cards were a non-standard size and inherently expensive and wasteful. Odd-sized dunning statements were printed twice and manually collated, and presented a costly bottleneck. Impact printer maintenance was expensive and operators often wasted costly pre-printed invoice forms during print set up. In the end, Culligan wanted a way to print all of their customer-facing documents in color, while any internal copies would print in less-costly black and white.

Since Culligan is a franchise customer, this approach can be replicated and provide similar benefits to further franchise customers. According to Wolf Schwarz from RBS Delaware Valley, this success is found in large part to the support provided for DOT Software. “One of the biggest reasons that we get these deals is because DOT Software is supported so well. In my experience, the first and second level support is really what makes it.”

### The Solution:

RICOH rep Michelle Pekich recognized that DOT Office would help her customers at Culligan by performing the conversion from impact to laser printing and by eliminating the need to outsource remittance cards. The system would drive volume to the new MPC3500.

Value:	\$24,000
Hardware:	MPC3500
Dot:	DOT Office
Account Type:	New