

Profit generation: Why embellishments are helping PSPs shine

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Ricoh Europe, London, August 8 2025 – Profitability has been the number one concern for printing operations in multiple surveys recently.

Fears that competitors are pricing below cost topped the British Printing Industry Federation's [Printing Outlook Q2 2025](#).

Profitability was the leading area of concern for respondents in a [Printing United Alliance and NAPCO Research](#) state of the printing industry survey.

Competitive pricing is a major theme shaping the industry with pressure on cost effectiveness and operational efficiency driving many technology developments.

However, while productivity improvements may support greater capacity, this often leads to tighter profit margins.

Larger businesses can benefit from appropriate economies of scale and absorb price first strategies, but this makes it harder for smaller operations to compete solely on price.

As such, attention is turning to exploring ways of increasing profit margins and there is growing interest in embellishments.

In fact, generating profit was the main reason the majority of respondents (54%) in the [2025 Taktiful/WhatTheyThink Digital Embellishment Study](#) added digital embellishment capabilities.

The findings also showed:

- Two thirds of respondents (65%) are satisfied with the profits they make from digital embellishment jobs.

- 35% said that digital embellishment jobs were “always” more profitable than regular CMYK jobs, while 44% said they “usually” are.

So, it was no surprise to hear the survey also found 88% of respondents said their clients are keen to learn more about digital embellishment capabilities.

This interest is obviously affecting investment plans. According to Keypoint Intelligence’s [2024 Color Embellishments](#) 30% of respondents were looking to purchase a printer or press that can produce embellishments inline in the coming year.

However, the digital embellishment study found that only 37% of respondents are satisfied with their sales of these jobs.

This is where partnering with the right technology expertise can be critical.

Ricoh innovation has developed next generation technology such as the digital sheetfed [RICOH Pro™ C7500](#) with its fifth colour capabilities that can run white, neon yellow, neon pink, gold, silver, and invisible red toners for eye-catching Digital Print Enhancement. Clear toner can also be employed to elevate print with unique patterns for luxury effects.

But it is its collaboration with industry leaders that helps ensure reliable and consistent results. For metallic embellishments there is Color-Logic software and for an increased colour gamut there is Touch7’s Extended Gamut System.

Ricoh has formed partnerships with Scodix and its portfolio of embellishment technology and Duplo and its DuSense range of solutions. They support high level customisation with an extensive choice of effects.

With the right combination of technology, knowledge, and knowhow, operations can produce highly creative and engaging work that drives results and helps make profits shine. Talk to Ricoh to discover more.

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Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organizational capabilities nurtured over its 85-year history. In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realize a sustainable future.

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