

RISO Snapshot of Success

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Harold Peterson, The Tampa Bay Chapter of the American Red Cross



American Red Cross: Tampa Bay Chapter

The Tampa Bay Chapter of the American Red Cross (www.redcrossbc.org) serves more than 2 million residents of Florida's Hillsborough, Pinellas, and Pasco counties, and operates offices in Tampa, Brandon, Clearwater, St. Petersburg, Hudson and MacDill Air Force Base. Last year, the chapter reached 136,000 families in the region with such services as disaster relief and education, nurse assistant training, CPR/First Aid, caregiving, medical transportation and more.

With its heavy focus on education, the chapter prints thousands of course catalogs each year. The organization has long used RISO's digital printing technologies in its in-house operations, and recently added the HC5000 Full Color

ComColor™ ink jet printer to enhance its capabilities and leverage the impact of color in its documents.

"One of our major jobs is to print catalogs for Health and Safety programs offered by the Red Cross. A typical run is 8,000 catalogs with four pages printed in multiple colors. For a long time, we were using our RISO RP3700 Printer-Duplicator to do the job. This technology is very reliable and allowed us to print the catalogs economically and as needed. However, we began incorporating a lot of color into our catalogs. That meant we had to run the pages through the system in separate passes for each color because the RP3700 was designed for spot color," says Harold Peterson, IT administrator.

When RISO introduced its HC5000 full color ComColor™ ink jet printer, Peterson saw an immediate opportunity to increase productivity and leverage the impact of full color with a system specifically engineered for this purpose.

"The HC5000 is an ideal way for us to enhance our operations and upgrade our finished product. It's designed for full color printing and delivers incredible speed. With this technology, we can produce 1,000 catalogs in a day. That includes printing them on the HC5000 and then folding and stitching them. It's a great fit for our needs. While we've kept the RP3700 busy with all our one or two color jobs and all our envelopes and card stock, the HC5000 has taken center stage. In fact, other departments have

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started to use the HC5000 for printing their documents,” says Peterson.

Another advantage is the quality of the output with the HC5000. “Not only is the HC5000 fast – the color is sharp, the registration is great and our documents look very professional. We’ve been able to add full color photos so our catalogs create a stronger impression,” he notes.

According to Peterson, cost-efficiency is another attribute

that makes the HC5000 a valued part of the operations. “We also have a color copier in the shop. That would have been one way to produce full color output, but we estimate it would have cost around 8 1/2 cents per sheet. We find our cost with the HC5000 is closer to 2 cents per page with the HC5000.”

With commendations from some of the industry’s leading testing laboratories and analyst firms, RISO’s HC5000 represents a breakthrough in full color

digital printing, delivering an unparalleled combination of speed, affordability and output quality in one easy-to-use machine. The HC5000 offers the world’s fastest print speed – 105 ppm at sizes up to 11”x17” – with running costs as low as \$.03 per page in full color. Through this combination of benefits, the HC5000 fulfills the need for fast and affordable color printing for everyday communications and enables users to leverage the proven impact of color in more documents than ever before.
