

# RISO Snapshot of Success

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Ron Pobiello, Owner,  
Belchertown Copy Center



## Belchertown Copy Center

Founded in 1999, Belchertown Copy Center in western Massachusetts is a sole-proprietorship owned and operated by Ron Pobiello. Belchertown Copy Center's primary business is providing for the printing needs of a town of about 13,000 residents. Most of the jobs are small runs; in fact, a 3,000 copy job is considered large.

Pobiello, who is Belchertown Copy Center's sole employee, had been looking at RISO products for quite some time. His first RISO printer was a duplicator, purchased so long ago he doesn't recall the model. He upgraded to an RP3505 digital duplicator and later to an HC Series ComColor™ printer with PS7R-9000 RIP.

Pobiello's primary reason for buying a RISO full color printer? "Versatility," Pobiello says. "The RISO HC allows me the flexibility to do many jobs in-house that I used to send out." Prior to purchasing his HC5000, all full color fliers were outsourced, which, according to Pobiello, was inconvenient and expensive. As a result of his RISO inkjet printer purchase, color printing now a large segment of Belchertown Copy Center's business.

The ability to print full color has had a positive impact on Belchertown Copy Center's business. Customers are drawn to color, and research proves that color can impact consumer behavior.

Many small print shops feel that it is difficult to justify

the purchase of an HC inkjet printer. However, Pobiello's small print shop now cannot operate without it. With a low cost per copy for both black and white and color work, plus the ability to print envelopes and card stock, the HC is the perfect printer for small business owners wishing to expand their printing businesses.

Since adding the HC Series printer in January of 2008, Belchertown Copy Center only uses copiers for monochrome and short run jobs, while everything else goes to the RISO HC printer. "I used to outsource all of my full color fliers, which was inconvenient and expensive," states Pobiello. "Now, with my RISO full color printer, color has become a large percentage of my business."