

Snapshot of Success

“With RISO’s full color printer and digital duplicator, we can now produce most of our print jobs in-house with more control and lower costs.”

Debbie Augustine
President, CEO
BPI



Bob’s Printing, Inc.

Bob’s Printing, Inc. (BPI) in San Diego, CA, was founded in 1957 by Robert Augustine. BPI is a national printer/supplier of automotive forms and promotional materials for new and used car dealerships. This includes DMV forms, finance and business forms such as buyer guides, due bills, contracts, credit applications, addendums, repair orders, bill of sale, vouchers, and law posters.

BPI grew very quickly due to not only its superior products but its commitment to top-quality customer service. Bob Augustine started his business out of his garage, and almost overnight needed to move to his first office building. Major expansion has taken place since then, adding territories all over the US including Hawaii, Oregon, Washington, Nevada, Arizona, Texas, Colorado, New York, and Idaho. Debbie Augustine is now President and CEO for the company and is committed

to Bob Augustine’s vision of a family business, and putting the customer first is his top priority.

After attending a printing convention in 2006, BPI purchased its first line of RISO products including the RISO HC ComColor™ [high-speed inkjet printer](#) and the MZ790 [digital duplicator](#). “These printers have been an invaluable addition to our other printing equipment including printing presses,” says Debbie Augustine. “Before the HC, we had to outsource our full-color print jobs. Now we can save time and money and produce many of our print jobs in-house,” says Augustine.

BPI prints 5,000 copies per month on the HC [high-speed inkjet printer](#), mostly full color print jobs including calendars, cars, letterhead and some forms. At 3 cents per page and 120 pages per minute, The HC provides BPI with the quality they need and their customers

demand. It also allows them to maintain total control of their work, with faster turnaround.

The RISO MZ790 two-color [digital duplicator](#) is also being used by BPI. Almost all the auto forms developed for auto dealers are printed on this machine. BPI uses the MZ790 to print approximately 40,000 copies a month of financial, business, sales, and other forms. “Before 2006, we printed most large volume runs on a press, today we very simply use the MZ790,” says Augustine. The RISO machine prints 150 pages per minute, so BPI has not compromised speed by moving away from the press to a printer-duplicator – it only takes about 7 minutes to print 1,000 copies.

BPI also has the option with the MZ790 to print in one or two colors. With the MZ790’s advanced technology, it’s just as easy to print a two-color job as it is for one. With the option

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for a second color, BPI can add impact to ordinary documents like financial or business forms. BPI recognizes the importance of being able to offer that as an option to customers. Here are some recent statistics that support the use of color:

- Color in documents increases learning and retention of facts by 78 percent
- Comprehension of facts improve up to 73 percent when

presented in Color

- Invoices printed in Color get paid 30 percent faster than black-and-white ones
- Recipients of Color direct-mail pieces are 55 percent more likely to pick up the ads compared to those in black and white
- 70% of readers locate the information they need when it's in Color
- Color boosts brand recognition

by up to 80 percent

- 78% more likely to remember Color words (Source: Pantone)
 - Enhanced customer loyalty:
 - 48 percent increase in repeat orders
 - 32 percent increase in overall revenues (Source: InfoTrends)
- “With over 1 million copies printed on these machines so far, and countless dollars saved, both the HC ComColor™ printer and MZ790 have proven to be the fastest and most reliable printers we use,” says Augustine.