

# Snapshot of Success

*“We can rely on the RISO digital duplicator always being up and running. Day-in and day-out, the RISO digital duplicator is there.”*

Robert Chaney, Vice President,  
Chaney Electronics



## Chaney Electronics

Dennis Chaney, CEO of Chaney Electronics, started his company 31 years ago with the idea of providing quality products at a reasonable price. Dennis, along with his son Robert, continues this commitment today by selling high quality electronic products at a low price to educators worldwide.

When Chaney Electronics found themselves growing rapidly, they realized that many products which were available for order never made it into their annual catalog until the following year. They knew that they needed to find a solution to the high printing costs of a monthly flyer. Then Chaney learned about the RISO [digital duplicator](#) from a local church.

It was love at first print with the RISO [digital duplicator](#). Not only was Chaney Electronics able to reduce their printing costs

on the monthly product flyer, they were able to decrease the turnaround time of printing and mailing the flyer, increase the number printed, and help their business to grow even more. They now print 10,000 to 12,000 monthly product flyers.

“The increase in sales is immediate once our monthly flyers arrive at our customers,” states Robert Chaney.

Not content to let their RISO sit idle, the company quickly started looking for other applications that could be printed on the RISO. By moving several applications to their RISO [digital duplicator](#), Chaney Electronics was able to save money, which was then reinvested back into their company. All these print jobs keep their RISO operating on a daily basis.

Besides the monthly product

flyer, they also print their lab course books, course book revisions, invoices, and employee manuals on the RISO digital duplicator. Now they can quickly and easily print just the number of copies they need to meet an order with no waste!

With Robert’s creative genius, he builds upon the inherent qualities of the RISO [digital duplicator](#) to create a variety of eye-catching materials. “We can rely on the RISO always being up and running. Day-in and day-out, the RISO digital duplicator is there.”