

Snapshot of Success

“The real benefit is the ‘wow’ factor that comes from people seeing a poster, or opening a flyer for a city-sponsored event that is filled with color. It gives them a sense of pride in their community.”

Bob Urness, City Administrative Clerk



City of Greer, SC

In recent years, the city of Greer, South Carolina, has evolved from a “small town” to become the fastest growing community in the state. With its solid business base, international airport and a variety of city-led initiatives, Greer’s reputation for being a great place to live and work is beginning to spread. City leaders are working hard to communicate this new image to residents and visitors, and the office of Bob Urness, the city’s Administrative Clerk, has become the hub for much of this activity.

Working under David Seifert, Greer’s Director of Finance and Information Technology, Urness services the print and production needs of all city departments. With projects ranging from posters and flyers to annual reports and city-wide informational mailings, the volume of documents the city produces each year is great.

Until recently, pieces produced

in full color were being outsourced to local print shops. At the time, this was a necessary but expensive option, with costs ranging from \$.65 to \$1.35 per page for many jobs. The city had some internal color printing capabilities with its laser printers, but these devices are not suitable for high volume printing, and they are also costly on a per-page basis for even moderate runs. As a result, budget considerations limited the amount of full color printing the city could do, putting a damper on the desire to communicate Greer’s exciting, vibrant and contemporary image and its role as one of the state’s most technologically advanced municipalities.

When Seifert and Urness were introduced to the HC5000 [high-speed inkjet printer](#), they saw the potential to greatly enhance their in-house full color capabilities and were quickly able to justify the purchase on a cost savings basis alone.

Since the HC5000 has arrived, the use of color in city produced documents has increased 100%. Departmental monthly reports, the recreation department’s Valentine Dance poster and even the city’s annual audit were produced in full color for the first time. “We’re able to use color in a variety of documents that previously had only been produced in black and white,” explained Urness. “For instance, our business license letters are now in color. That may not seem like a big deal but, in fact, it’s very helpful. The letters contain information which some people find confusing. Using color, we’re able to focus their attention on important facts.”

The city’s recreation department is currently the heaviest producer of printed material, creating posters, programs and more for its cultural arts programs. With the HC5000 [high-speed printer](#), the department is able to promote

Snapshot of Success

plays and other events using full-color photographs and graphic effects that were previously cost prohibitive. The results have generated a lot of excitement and pride among department employees.

While the HC5000 [high-speed inkjet printer](#) has only been in place for a few months, the city is already enjoying the cost benefits. “We’re still in the early stages, but we already know that we are saving a lot of money and we’re printing more color,” said Urness. “While we used to print only 50-100 posters for an event, now we can produce 500 and the quality is better.”

Having the HC5000’s capabilities in-house has also relieved the pressures related to relying on outside sources to get the job done. “The HC5000 makes it easy to deal with last minute changes,” explained Urness. “Now, I can produce a document, and if I’m unhappy

with it, I can quickly make revisions and print it again. I don’t have to send it out and wait a week for new version. I have full control over the product that we’re creating.”

Urness and Seifert also had praise for RISO’s customer support and quick response time to customer questions. “When we were trying to determine the right paper stock for our applications, RISO made suggestions and even brought us reams of paper to try until we could get the perfect look for what we are producing,” said Urness. “They made it very easy for us to get up and running quickly.”

With its networking capabilities, everyone in a city department with access to a computer can use the capabilities of the HC5000 [high-speed printer](#). According to Seifert, use of the HC5000 is “catching on like wildfire – the more people see, the more creative they get and the more ideas they have

for using it.” With the ability to interface with most major software packages, the HC5000 has given employees an easy way to create spectacular looking documents.

“The HC5000 delivers many tangible benefits, including saving money and saving time, explained Urness. “But the real benefit is the ‘wow factor’ that comes from people seeing a poster, or opening a flyer for a city sponsored event that is filled with color. It gives them a sense of pride in their community, and you can’t put a value on that.”
