

# RISO Snapshot of Success

*“The RISO digital duplicator combines the flexibility of an offset press with the convenience of a copier, at a substantially lower cost per copy!”*

Bill Buckler, Owner



## Classic Impressions

Every decision counts when you're growing a family business. You can't afford to make mistakes with customers, employees or equipment. That's why in 1994, Bill Buckler, owner of Classic Impressions, in Marietta, Georgia, made sure he was making the right decision when it came to buying a printing system for his growing business. "We were printing a variety of applications for my customers, from quick copy to commercial brochures and flyers," he recalls.

"I knew that I needed speed, versatility, and economy, so I put a RISO [digital duplicator](#) and a similar competitor's model side by side on the floor for a simultaneous trial run." In a matter of minutes, the results became clear.

"The print quality and quick drying of the RISO [digital](#)

[duplicator](#) was far superior to the competitive brand. I had no trouble making up my mind."

Bill quickly found that the RISO [digital duplicator](#) combined the flexibility of an offset press with the convenience of a copier, at a substantially lower cost per copy.

"The combination of the RISO digital duplicator's speed, coupled with the range of paper weights and sizes it can handle, enables me to give my customers affordable, quality color printing while they wait. A lot of them can't believe it!"

Bill's RISO [digital duplicator](#) has been a steady, reliable part of his operation since its first day on the floor. Bill can also attest to how easy the machine is to operate.

"Shortly after I had the RISO

digital duplicator in the shop, I noticed my 6-year old twin boys watching me operate it. One of them asked if he could try it, and I said sure."

Bill remembers, "Sure enough, one of them stepped up to the RISO digital duplicator, and ran a job. That's how easy it is. When he was done, he said sternly, 'Daddy, don't let anyone run this but me.'"

That summer, Bill made good on his promise, as the boys were allowed to come in and help with long-run carbonless jobs. Bill got to spend time with his boys, and show them his trade, without the added expense of hiring additional staff to operate the machine.

Bill was also impressed with the machine's [environmentally friendly features](#). The RISO digital duplicator uses 98% less

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energy than a photocopier, with no ozone emissions and no toxic chemicals.

What's down the road for Classic Impressions? "The RISO digital duplicator just keeps on humming. We are looking forward to adding some finishing equipment to increase our capabilities. The Numbering System looks great for small

to medium numbering jobs, like forms, tickets, tags, and coupons."

Will Bill's boys, now almost 10 years old, be helping in the shop this summer?

"Well, they're busier than they used to be, but I think we'll see them here. They still enjoy

running their RISO [digital duplicator](#) jobs from start to finish."

It seems that dedication to printing excellence runs in the family. Bill's father—a former print shop owner in Atlanta, now runs a RISO [digital duplicator](#) in his own in-plant operation at a large community college in Florida. It just goes to show—fathers do know best.

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