

RISO Snapshot of Success

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Stormer Yttri
President
Datex Services



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Datex Services was founded in 1969 in Richmond, British Columbia with one guiding principle: to provide the highest level of service within the direct mail industry. Over time, Datex Services has developed a reputation as one of the most trusted and reliable mail service providers across Canada and indeed across North America. The president of Datex Services is Stormer Yttri, who bought the company in 2002 with his business partner, Perry Jongsma. Yttri says that one of the keys to his company's success is its specialization in variable data printing (VDP). “We don't do anything but VDP,” he says.

With so many factors involved in VDP applications, efficiency and accuracy are critical to the entire production process. Jongsma explains, “The mail that leaves Datex is not just a representation of our customers, but also of Datex. Our entire team strives to ensure that every piece of mail is

correctly prepared for delivery to the postal authorities in Canada and the US.”

Datex Services has mastered the art of variable data printing with seamless flexibility. For example, one of the company's clients is a healthcare service provider with numerous clinics located across British Columbia. The client's primary application is an appointment reminder notice for its patients' annual check-ups. Each week, Datex prints and mails about 7,000 full-color personalized notices to these patients. Historically, Datex had outsourced the printing of these full-color shells and then over-printed variable text on HP 5 monochrome laser printers. In order to secure the lowest cost per piece, Datex had been buying these shells in lots of one hundred thousand. Over time, however, a major problem arose as the clinic began requiring more frequent copy changes on the preprinted shells. These

changes included the addresses of new clinic locations, phone numbers, hours of operation, and other information.

Yttri and Jongsma knew what they needed: a digital print device that was robust enough to handle high-volume color but that was also affordable. “We were looking into buying an Indigo from HP, but our average sized print job is 10,000 pieces and that product didn't meet our needs,” Yttri explains. “We needed a production color printer with the ability to handle higher quantities as well as the flexibility to handle frequent changes.” After researching the available color printers on the market, they decided to acquire a RISO ComColor® series inkjet printer. Now with the speed and versatility of this high-speed full-color inkjet printer, Datex no longer outsources and stores such large quantities of these preprinted shells. The ComColor series printer quickly prints the

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static copy in the template and the variable copy relating to each patient—all in full color in a single pass, at a lower cost and in less time.

Datex's client base covers a range of companies that need to mail to their customers, members, and patients. Yet a sizeable portion of the company's workload is dedicated to its magazine publishers who need to mail their subscribers invoices, renewal notices, and of course, magazines. Yttri recognizes that a key benefit of the RISO inkjet printer is that it uses no heat in its printing process. What this means to his operation

is improved productivity, as the printed paper must move flawlessly through the various folders, inserters, and other finishing equipment without delays or downtime. Yttri states, "The heat from the laser printers would warp the paper and cause it to move unevenly through the folders' transfer belt and consequently jam."

Before mailing the magazines, Datex inserts them into a clear poly bag with the subscribers' address sheet placed alongside the magazine's back cover. These address sheets were previously printed in black and white on the laser printers. Once the new ComColor series printer arrived,

Datex began offering customers the added value of printing these data sheets in color for a small increase in price. Of course they agreed.

A single RISO inkjet printer handles about a third of the volume of Datex's entire in-house print production. Previously, all of the company's printing was produced on HP inkjet printers and laser printers. Today, the firm provides a full scope of design and printing services, from simple one-color flyers to full-color newsletters, postcards and other printed material. Yttri says, "Because our inkjet printer is performing so well, we are planning the purchase of our second unit."

In addition to printing and mailing, the company also offers high-speed inserting, direct mail database management, high-speed addressing, bindery, and finishing services. There is really no project the firm can't handle, serving as a one-stop shop for printing and mailing. Datex's expertise and equipment provides flawless integration of printing with mail preparation, with the ultimate goal being quicker delivery of product to the intended source. Fortunately for Datex, the ComColor series is there to help with that quickness.

