

RISO Snapshot of Success

"The HC has made my job stress go way down. I send the job from my computer, and then I can go on doing other things while it prints."

Sarah Schaefer, Habitat for Humanity of Collier County



Habitat for Humanity of Collier County

Having built over 1,000 houses for people in need of affordable housing, Habitat for Humanity of Collier County in Florida is the second oldest and largest producing affiliate of this humanitarian organization.

Utilizing thousands of volunteers, Habitat for Humanity works to renovate and build houses and make them available to low-income families.

According to Sarah Schaefer, Director of Public Relations, maintaining regular contact with volunteers and donors is critically important to achieving the organization's goals. The foundation of their communication plan is the quarterly newsletter, mailed out to a growing list of over 25,000 volunteers, donors and other contacts. The newsletter highlights stories of homes in progress, families who have recently purchased a Habitat

house, and future plans for more housing projects. Also enclosed with the newsletter is a donation envelope; the Holiday newsletter brought in \$100,000 in donations, an amount that will cover two new Habitat homes.

While researching full color printing options, Schaefer discovered the RISO HC Series full color ComColor® inkjet printer. She brought the newsletter and several other pieces to the local RISO office to test the HC out, and immediately knew that this was the way she wanted to print the newsletter. "With the HC, we could improve the quality of the newsletter with full color, reduce our printing time, and still save money," said Schaefer.

Habitat for Humanity of Collier County began printing the six-page newsletter on the HC, and immediately started receiving

a lot of positive feedback from readers regarding the quality. Schaefer says that the full color makes a big difference in whether someone will even pick up the newsletter. The full color printing capabilities of the HC5000 let Schaefer be more creative in the layout and design, adding in more pictures that really tell the stories and make readers want to pick it up and look inside. "The pictures are ten times better than what we were sending out before, and the compelling look and message of the newsletter could make the difference in whether someone decides to write that check to support our mission."

According to Schaeffer, the printing time has been reduced by a week, and there is another benefit to printing in-house as well. Before, if they missed an error in the editing process, the newsletter would either have to

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be mailed out with the error, or it could be fixed and re-printed at great additional expense. Now, if a few copies are printed out and an error is found, it can quickly be corrected before printing the rest of the newsletters. Schaefer said, “The HC has made my job stress go way down. I send the print job from my computer, and then I can go on doing other things while it prints.”

Schaefer feels that the HC is the best printing product for a non-

profit organization such as hers. It prints inexpensively, is reliable, and produces eye-catching full-color work that really gets the message out.

With commendations from some of the industry’s leading testing laboratories and analyst firms, RISO’s HC Series represents a breakthrough in full color digital printing, delivering an unparalleled combination of speed, affordability and

output quality in one easy-to-use machine. The HC Series offers the world’s fastest print speed for full color ink jet printers—120 ppm—with running costs as low as \$.03 per page in full color. Through this combination of benefits, the HC Series fulfills the need for fast and affordable printing for everyday communications and enables users to leverage the proven impact of color in more documents than ever before.
