

RISO Snapshot of Success

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Hunter Ministries



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Charles and Frances Hunter, known as the "Happy Hunters," are very well known figures in the Christian community. Through Hunter Ministries, they have ministered in 49 nations and have appeared on "Regis and Kathie Lee," the Tom Snyder Show, Benny Hinn's "This is Your Day," CBS's 60 Minutes, and many other national TV programs. The Hunters are also authors: their 57 books, translated into many languages, help to bring their message of healing to the world.

Hunter Ministries strives to deliver its message to as many people as possible, and has been using RISO digital duplicators for years. Now, RISO is helping Hunter Ministries move into the full color arena with the HC full color ComColor® printer.

Marcus Davis, print shop manager, says that even though its RISO digital duplicators are still working well, the ministry wanted to move to full color.

Making this change included revamping the Hunters' Web site, and adding the RISO HC inkjet printer with ComColor RIP for colorful printed material. Davis explains, "The HC benefited us with higher quality graphics and text plus the reliability we were used to in the RISO digital duplicators."

Hunter Ministries prints a variety of applications every month, including newsletters, product offerings, memos, announcements, and promotional materials. Many times, Davis will run letter-sized documents two-up, using the pagination feature in the RIP to maximize his productivity.

Davis says that the HC gives him the ability to change the printing direction of the ministry at a moment's notice. "One day, one of the ministry members came to me and told me about a special project they had just decided on. We were able to get materials out to promote a meeting. This had to be fast turnaround time,

as we were under a severe time restraint." Davis continues, "We got the material out in time, and the meeting was a complete success."

Another benefit of the HC printer is the ability to duplex automatically in huge numbers. Davis comments, "I noticed that while the printing was being completed automatically, I was able to do other things, like shipping at the same time. This is really a time saver."

What's in the future for Hunter Ministries? The next step is variable data. The HC provides the ability to print and address the mailing piece at the same time, taking another step out of the production process. Soon, their database will become more useful to the ministry, as it makes it easier to segment its supporters into groups with like interests for personalized mailings. Davis remarks, "Having the HC takes 'weight off my shoulders.'"