

# RISO Snapshot of Success

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Mal Deeley, Production Manager,  
Jiffy Reprographics



## Jiffy Reprographics

Jiffy Reprographics, located in Clearwater, Florida, is a full service digital printing and graphics company with over 18 years of experience serving the architectural, engineering, and construction markets. Jiffy Reprographics offers a variety of services, from twenty-four-hour-a-day file uploads to facilities management for businesses that need fast, in-house printing. In addition, Jiffy Reprographics is actively involved in the community, donating time, energy, and services to many charitable and arts organizations. "Building Relationships that Last" is a slogan that the company uses on their Web site, but it's also one that Jiffy Reprographics lives every single day.

What type of printing equipment does this busy, 25-employee print shop depend on to complete print jobs on time? Like many printers, Jiffy Reprographics uses a variety of equipment, including

a RISO digital duplicator and several digital copiers. Until a few years ago, they also relied on an offset press. In 2002, however, Jiffy Reprographics made the decision to close down their offset press. The printing company now relies on a RISO RZ990 digital duplicator for the work that used to be printed on their offset press. "The RISO fills the gap for most of that work needed for our customers," explains Mal Deeley, Production Manager.

Jiffy Reprographics has been using RISO digital duplicators for seven years. The printing company uses their RZ990 primarily for black and white printing, but has blue, red, green and burgundy color cylinders for spot color print jobs. The staff also appreciates the RZ990's ability to print on carbonless and other types of papers that cannot withstand heat or impact printing methods. "The RZ990 is used daily—we print from

20,000 to 40,000 copies a month on the RZ," comments Deeley.

The RISO RZ990 is a great fit for many print shops. Like all RISO duplicators, the RZ990 is ENERGY STAR qualified, using 98% less energy than a typical photocopier and requiring only a standard 120 V outlet for power. RISO duplicator ink is soy based, not petroleum based. In addition, the RZ990's low operating costs make the RISO a profitable addition to any print shop.

Jiffy Reprographics Web site states, "Jiffy always strives to use the latest technology and most innovative state-of-the-art equipment to meet and exceed their customer's needs." With print speeds of 180 pages per minute, a duty cycle of 600,000 impressions per month, and the ability to print on a wide variety of paper stocks, it's easy to see why Jiffy Reprographics chose the RISO RZ990 digital duplicator.