RISO
Snapshot of
Success

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Howard Smith, System Support Coordinator, Landmark Feeds Inc.

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Landmark Feeds Inc. in Landmark, Manitoba is the largest and most progressive feed manufacturer in Western Canada, manufacturing approximately 500,000 tons of feed annually. Serving Manitoba for over 40 years, their commitment to integrity and quality is the foundation of their success.

By law, all bagged orders of feed require an individual tag and any bulk order requires a single tag. These tags contain important ingredient information and directions for use, and missing tags can result in penalties and even lawsuits for the company. The traditional label printing method involved copying the required information onto card stock, causing constant copier

jams. Once the card was printed, it was sewn onto the bag, which caused the card to lose strength and sometimes fall off. Additionally, the card stock was susceptible to wet conditions, further weakening the cards.

In 1997, Landmark Feeds began searching for a feed tag printing solution. Landmark first tried a thermal label printer, but longer tags didn't stack properly. Multiple copies of tags meant larger print fields that jammed the network, and the device drivers did not interface well with their custom programs.

Then, in 1999, Landmark began testing the RISO Printer-Duplicator, and immediately saw that it was the best solution to their problems. With the RISO

Printer-Duplicator, they were able to print on Tyvek labels, resulting in greater label durability in adverse conditions. This reduced the company's exposure to penalties resulting from missing tags.

With two Printer-Duplicators installed, and a possible third unit in the works, it's safe to say that RISO has completely solved Landmark's feed tag problem. According to Howard Smith, System Support Coordinator at Landmark, "We needed a solution for a specific problem related to our industry. All other products required some small work around to get it to work. One demo on the RISO Printer-Duplicator and we knew we had found the total solution."