

RISO Snapshot of Success

"The HC Series gives us a cost effective way to produce a color piece. It can produce a four-color piece with duplication in a time-efficient period and a very low cost per sheet."

Kathleen Nye, Tour Manager,
Lenzner Tour and Travel



Lenzner Tour and Travel, A Coach USA Company

Motorcoach tours are a wonderful way to travel and learn about other cultures, foods, and ways of life, in addition to creating new friendships with fellow travelers. From one-day excursions, to weekend getaways, to several weeks traveling, motorcoach tours offer a memorable and pleasant way to spend a vacation.

But how do motorcoach tour companies get the word out about the vacation packages they offer, and how do they print itineraries and other materials? One Pittsburgh area tour company turned to RISO.

Lenzner Tour and Travel, A Coach USA Company, is a company that operates tours throughout the United States and Canada.

In business since 1939, Lenzner Coach Lines employs 190+ individuals and has a fleet of more than 75 vehicles ranging from luxury 47 and 55 passenger motorcoaches, 25 passenger vans, and unique sightseeing trolleys. Lenzner Tour and Travel offers a variety of scheduled motorcoach tours and group packages that range from one-day excursions to tours of Europe.

With all of the printed material needed by a busy tour company—itineraries, schedules, sales flyers, newsletters, and more—Lenzner originally turned to RISO Printer-Duplicators to print their jobs quickly and economically. "We used a RISO duplicator in the past with the different colored cylinders," remarked Tour Manager Kathleen

Nye. "This was a very cost efficient way to produce a piece with some color."

However, full color printing is becoming more prevalent in all businesses. For the travel industry, full color printing is essential. Customers expect to see full color photos of tour destinations; this is an important part of advertising the motorcoach company's vacation packages. Lenzner began looking for a cost effective way to print materials in full color. They found it with a RISO HC Series printer.

"The HC Series gives us a cost effective way to produce a color piece," comments Nye. "It can produce a four-color piece with

(continued on the next page)

Snapshot of Success

duplication in a time-efficient period and a very low cost per sheet." Lenzner's HC Series printer is connected to their network, and all staff members can print to the network printer. Staff members still use photocopiers for smaller jobs, but when it comes to printing

daily sales flyers and itineraries, the monthly safety newsletter, and the bi-monthly leader newsletter, they turn to the HC series printer.

Nye states simply, "Customers are quick to pick up a colored sales flyer rather than a one-

color flyer printed on colored paper. Color catches the eye. Color sells." And for this successful motorcoach tour company, RISO HC Series color printing gives people some colorful reasons to hit the road with Lenzner Tour and Travel.
