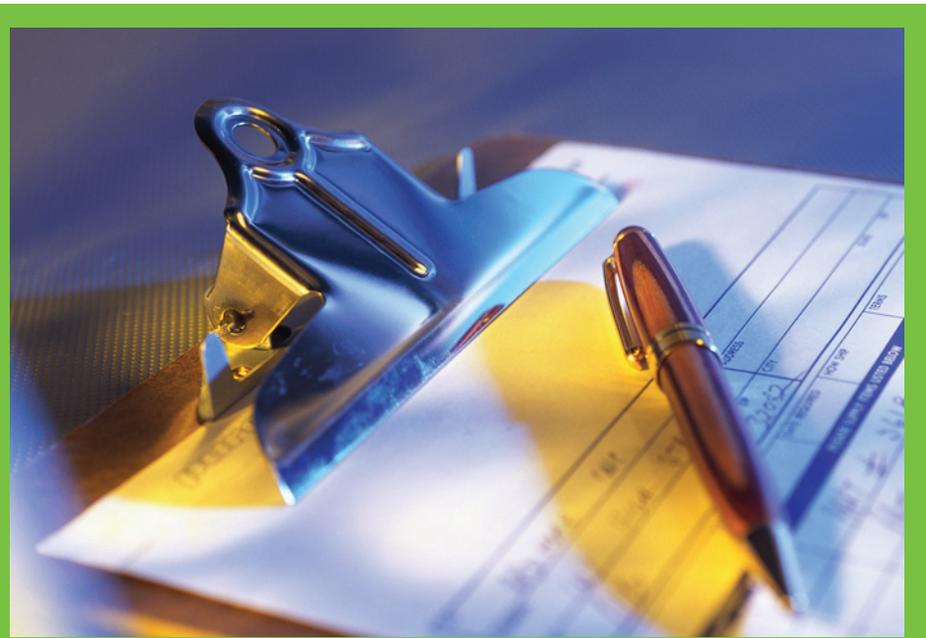


Snapshot of Success

“These are all applications that inkjet technology has allowed us to get into...It has allowed us to do these things in a very inexpensive way, in full color.”

Waleed Ashoo, President and CEO, LithExcel



LithExcel Communication Services Provider

Waleed Ashoo, President and CEO of LithExcel Communication Services Provider, knows firsthand the benefits of adopting high speed ink jet technology. LithExcel, a successful \$6m-a-year communications service provider from the southwest, opened the door to numerous new markets after implementing several full color RISO ComColor® high-speed, cut-sheet inkjet printers.

Ashoo, whose company depends on the effectiveness of their communication materials, is confident about the new arena of inkjet printing when compared to conventional toner-based systems. “There is no difference in the response rates between inkjet and toner. Or if there is ever a difference, it’s miniscule.”

Where there is a significant difference, however, is production cost. In an

independent study comparing the costs and effectiveness of postcard mailers, the RISO ComColor was the clear frontrunner. In the study, 5,000 postcard mailers were produced through both traditional toner-based printers and RISO ComColor systems. After the mailers were returned, the RISO ComColor cut-sheet inkjet printers brought in statistically equal results at less than 40% of the cost of the toner-based system.

Ashoo has experienced similar results with LithExcel’s RISO ComColor inkjet printers. “Inkjet is cheaper, both in terms of the initial investment and in terms of upkeep.”

A number of new markets were opened to LithExcel through the use of RISO inkjets. From personalized test materials for students, job candidates, and

employees, to single-page and multi-part carbonless healthcare forms and documentation, LithExcel was suddenly able to offer new applications to numerous new clients. All of these applications were previously cost-prohibitive, even at low margins with toner-based digital or conventional presses being the only options at the time.

“These are all applications that inkjet technology has allowed us to get into,” says Ashoo. “It has allowed us to do these things in a very inexpensive way, in full color. These are applications where the color requirements are not as stringent as they sometimes are in the marketing area, where you’re working with designers and ad agencies.”

Engineered to run monthly volumes as high as 500,000 per month, RISO ComColor series

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inkjet printers provide a quick return on investment, whether in a facilities management site, central reproduction department or networked office printer. With commendations from some of the industry's leading testing laboratories and analyst firms, ComColor represents

a breakthrough in full-color digital printing, delivering an unparalleled combination of speed affordability and output quality in one easy-to-use machine. ComColor offers the world's fastest print speed for full-color inkjet printers—150 ppm—with

running costs as low as \$.03 per page in full color. Through this combination of benefits, ComColor fulfills the need for fast and affordable printing for everyday communications and enables user to leverage the proven impact of color in more documents than ever before.
