

RISO Snapshot of Success

"Thanks to the RISO Printer-Duplicator, we are now able to print on demand, hundreds of thousands of posters."

Patrick Bergeron, Director of Search, Missing Children's Network of Canada



Missing Children's Network of Canada

The Missing Children's Network (MCN) of Canada is a nonprofit organization dedicated to the safety and welfare of all children. Each year thousands of children all around the world run away from home or are abducted. It is through the extensive exposure of the photos of the missing children that the MCN can be highly effective in returning these children to their searching families.

In April of 1999, when Patrick Bergeron, Director of Search, received a call about a missing child, he knew he had to act quickly. A poster was designed and needed to be printed in less than 24 hours. Enter RISO. Patrick called up the RISO branch in Montreal and asked for help. "The RISO branch gathered to-

gether and came through with the posters. This was nothing short of a miracle. Within 48 hours, they had printed up 320,000 posters," says Patrick.

After witnessing first hand the speed and efficiency of the RISO Printer-Duplicator, Patrick made a decision to purchase one. Because the Missing Children's Network is a nonprofit organization, he needed to find a way to fund the purchase of a system. Luckily, due to the fact that the RISO Digital Printing System could be networked, they were able to use the money from a grant they had just received from a foundation for new computer equipment.

"Thanks to the RISO Digital Printing System, networked and ready to go, we are now able to print

on demand, hundreds of thousands of posters of missing children." Along with posters, MCN now produces their educational materials, newsletters, raffle tickets and many other materials all on the system. Patrick adds "With the use of color, we can add impact, enhance visibility and capture audience attention, as well as reduce our overall printing costs, which is vital for a nonprofit organization." Most recently, the Missing Children's Network printed up T-shirts for teddy bears, which are the organization's mascot.

"The RISO branch in Montreal is living proof that building partnerships and getting involved in community organizations can make a difference."