

RISO Snapshot of Success

"We evaluated our options and concluded that the RISO HC5500 was the best solution for our needs...By printing on the HC5500, we've cut our costs in half and doubled our profit."

Coby Cullins, President, NSC



National Safety Compliance, Inc.

National Safety Compliance, Inc. (NSC) is dedicated to providing high quality training and safety products that enable companies to comply with OSHA requirements. NSC sells videos, DVDs, software, and printed materials such as booklets and posters regarding safe workplace practices and labor laws to over 25,000 customers nationwide.

Prior to purchasing the RISO HC5500, NSC outsourced the printing of their training booklets, which meant that they had to order large quantities. The printer would then drop-ship the booklets to each NSC customer when they placed an order, increasing the cost and decreasing NSC's control of the ordering and shipping process. Changes in safety laws and practices meant that existing stored quantities of booklets became obsolete and had to be thrown out.

NSC president Coby Cullins explained, "We really wanted to bring the booklet printing in-house, and we were looking for a fast, economical way to print color." According to Cullins, speed was a key consideration, and the HC5500 was much faster than the color copiers he considered. In addition, finishing options such as folding and stapling were important features. "We evaluated our options and concluded that the RISO HC5500 was the best solution for our needs."

Now NSC prints smaller quantities—several hundred a day—of the 16-page training booklets on an as-needed basis. In addition to the cost savings of printing it in-house, Cullins likes the fact that they can now ship directly to customers, giving them more control over the entire fulfillment process. "By printing on the HC5500, we've

cut our costs in half and doubled our profit."

Cullins also appreciates the versatility of the HC5500; in addition to the booklets, NSC uses it to print envelopes and flyers, advertising materials, statement stuffers and promotional postcards that are included in every shipment.

The ability to print on sizes up to 11" x 17" enables NSC to print state wage orders and labor law posters cost-effectively. Because many labor and wage laws vary from state to state, there can be up to fifty versions of some materials; printing and storing this many documents would be costly and complex, but with the HC5500, posters can be printed on demand when an order comes in.

According to Cullins, the
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low cost color output of the HC5500 not only increases profits at NSC, it helps to attract business. He explained, "We can provide color printing for

the same cost as black and white, which customers really like. Additionally, we can attract business by offering quantity discount pricing while still

maintaining a good profit. The speed, low cost and color that the RISO HC5500 offers made it the perfect printing solution for us."
