

RISO Snapshot of Success

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Bill Gallagher, President, Primadata



Primadata, Inc.

Primadata, Inc. is a commercial printing and mailing services firm in Mesquite, Texas. In its 13 years of operation, the company has relied on word-of-mouth advertising and has earned a reputation for offering quality services. To help meet its high standards of print quality, Primadata relies on two RISO RZ590 Printer-Duplicators, as well as an HC5500 ComColor™ Printer for the majority of its printing needs.

Bill Gallagher, Primadata's president, had previously been a RISO Printer-Duplicator customer for about five years when he first learned about RISO's new HC product. Gallagher explains, "I really didn't believe that we were a big enough customer to justify bringing this in, but I took a look at it and I knew immediately that if we made the commitment

it wouldn't take long to justify itself."

Utilizing both RISO high speed duplicators and the HC, Gallagher says he is now able to "take care of almost every need that our customers throw at us." Trade publications and industry experts stress the need for color and personalization in marketing pieces. "This is the first machine that I am aware of that makes this affordable and practical," Gallagher states. "The HC [is a revenue generator]." When asked about reliability, Gallagher comments, "We just don't have any issues with our RISO equipment at all."

Not only has RISO saved Primadata money, RISO has also saved money for Primadata's customers. With extensive knowledge of the postal system, Gallagher taken advantage

of pre-sorting and postal discounting reduce mailing costs. The HC allows his staff to image the envelope or mail piece, inline with the printing process.

With a monthly duty cycle of 500,000 copies, the HC has the capacity and durability of many presses found in high volume production environments. Yet Gallagher keeps his HC right in his own office. "It doesn't generate any heat and it's quiet. I can carry on a phone conversation with a customer four feet away from the machine and it's not distracting at all."

With the HC5500 working for Primadata, Gallagher's customers couldn't be happier. When asked how big a role the HC5500 plays in their business, Gallagher immediately responds, "We could not run the business without the HC."