

# Snapshot of Success

*“RISO has allowed us to add value to all of these statements we are mailing by adding targeted messages in full color... We use the RISO for everything.”*

Stuart Masson, President,  
RCS Printing



## RCS Printing

Start a printing and mailing company in post-Katrina New Orleans? That's exactly what Stuart Masson and his business partner did when they opened RCS Printing in 2005. Just over a month after the devastating hurricane struck New Orleans, RCS Printing opened its doors as a state-of-the-art printing and mailing service bureau located in a suburb of New Orleans. RCS Printing celebrated its fifth anniversary in October 2010.

The RISO ComColor series printer has helped RCS expand its business. “RCS has always been a Xerox shop,” explains Masson, president of RCS Printing. They used Xerox printers exclusively, printing in black and white with some highlight color. However, it was not until they brought in a RISO high-speed inkjet printer that they could affordably print full color. “RISO enabled full-color printing at a very inexpensive price,” states Masson.

As a mail service bureau, 95% of their mail pieces are mailed via first-class mail. They use their RISO printer to print financial documents, accounts receivable statements, tax documents, financial statements, bank account statements, medical statements and bills, university tuition bills, and utility bills for many municipalities. They're also able to print out meter cards that are left at residences. Masson estimates that they print an average of 1.4 million impressions a year on their RISO printer. “We use the RISO for everything.”

In addition, envelopes have become a large part of their printing business. With the RISO, they no longer have to outsource envelopes. RCS stocks a standard double-window envelope, and prints envelopes only as needed. “We've reduced the amount of warehouse space dedicated to envelopes,” explains Masson.

Masson and his partner have a background in programming, which gave RCS a head start into the lucrative transpromo business. “Give us the data, and we will format, produce, and distribute in print and electronically,” states Masson. They can easily create a targeted message to customers, and then print it in full color with the RISO. “RISO has allowed us to add value to all of these statements we are mailing.”

“RISO enabled us to increase profits, and RISO enabled us to increase control,” explains Masson. “We've increased our value to our customers. Now we print in full color and help our customers separate themselves from their competition.”

Not only does RISO help RCS customers, it helps RCS stand apart. “The printing business has become more and more of a commodity,” reports Masson. “RISO lets us separate ourselves from being a commodity.”