

RISO Snapshot of Success

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Red Rose Mailing Services, Inc., located in Tampa, Florida, is a medium-sized direct mailing firm with 25 employees. In order to meet the demand for printing services, the mail house employed a fleet of medium-duty black-and-white laser printers that served the business well for many years. However, in order

to improve efficiency, Red Rose Mailing Services began to search for a new high speed printer.

Fortunately for Red Rose Mailing Services, RISO's Tampa branch is located in the office next door. "We were looking for a more efficient, better quality, high speed machine," explains Rosy Jedlicka, President. The RISO HC ComColor™ inkjet printer was the perfect solution.

The RISO HC inkjet printer is a potent machine for mailing services firms. Printing at 120 full color pages per minute at around three cents a page, the HC quickly prints simplex, duplex, card stock, and envelopes. Mailing services companies also appreciate the HC because of its ability to produce variable data print jobs. Placing personalized messages on direct mailings has proven to be an effective method of increasing response rates.

The HC is known for its low cost, high speed color printing, but Red Rose Mailing Services is using the printer to produce predominantly black and white prints. "We chose the HC for its speed and its low cost per copy," explains Jedlicka. Employees are pleased with other features of the HC, including the ability to upload files to the RIP. "Employees like the fact that the HC5500 has its own computer so they can upload files to store," comments Jedlicka. "We now work ahead of schedule."

Although Red Rose Mailing Services has had their RISO HC inkjet printer for only a few months, it is rapidly producing impressions. "The HC5500 is used daily," states Jedlicka. "We print a minimum of 20,000 8.5" x 11" prints a day." At this rate, Red Rose Mailing Systems will produce over 4 million prints this year.

