

Snapshot of Success

"The cost savings is phenomenal...we can produce each issue for under \$500—and do it in full color."

Taunie Penna, Office Manager



Rialto Education Association

The Rialto Education Association (www.reaonline.org) is the exclusive representative of the teachers, counselors, nurses and support services personnel of the Rialto Unified School District in southern California.

Communication with its members is essential for the association to fulfill its mission, and RISO technology has been an important part of its print shop for some time. For the past four years, the REA used a RISO RP3500 Printer-Duplicator to produce its monthly newsletters, with each run approximately 1,500 tabloid-sized copies containing between 12-24 pages. While it is known for economical and reliable high speed printing, this unit is designed for spot color, so when the association wanted to produce newsletters with a full color look, each page had to be run through the unit four times.

When Taunie Penna, REA's Office Manager, heard about RISO's HC5000 Full Color ComColor™ Printer, she saw an opportunity to produce the newsletters, flyers and other printed material with a technology designed expressly to harness the power of full color in everyday communications. "It's so fast – we can print the entire newsletter and get it out in one day. We can send the newsletter directly from the desktop to the HC5000. It comes out exactly as it appears on the screen. We are amazed every time we run a newsletter. We can't believe the quality it produces – we just love it," she says.

The HC5000's speed was demonstrated one day when the office ran out of ink and decided to use its resident color copier to print a job. "We used the copier to print one two-sided page. It took two days to run 500 copies.

The laser quality output was great, but the amount of time it took just wasn't worth it," Penna notes.

Cost savings is perhaps the HC5000's most visible benefit. "The cost savings is phenomenal. Each monthly issue of the newsletter used to cost an average of \$1,100 to produce in one color, with clip art instead of photos. Now, with the HC5000, we can produce each issue for 33 cents per piece – under \$500 for the entire run – and do it in full color. That cost also takes into account a higher quality, more expensive paper stock that we are now using. We are also running color photos instead of clip art, which gives the newsletters a new and more professional look," says Penna.

In fact, the savings prompted the association to run an article in the newsletter informing

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members how the HC5000's modern technology was streamlining printing costs. Says Penna, "We did a big write-up about it. Here's an example. In addition to the big savings for full color newsletters, the cost of

running 1,500 copies of a black & white flyer on this system is only \$4.50 – for the entire job. That's \$.003 per copy!"

As for the original RISO RP3500, it still remains a workhorse in the

REA in-house print operation for jobs like quick one color flyers. "That machine has printed over 4 million copies. We've never had any problems with it, and we've never had it serviced," says Penna.
