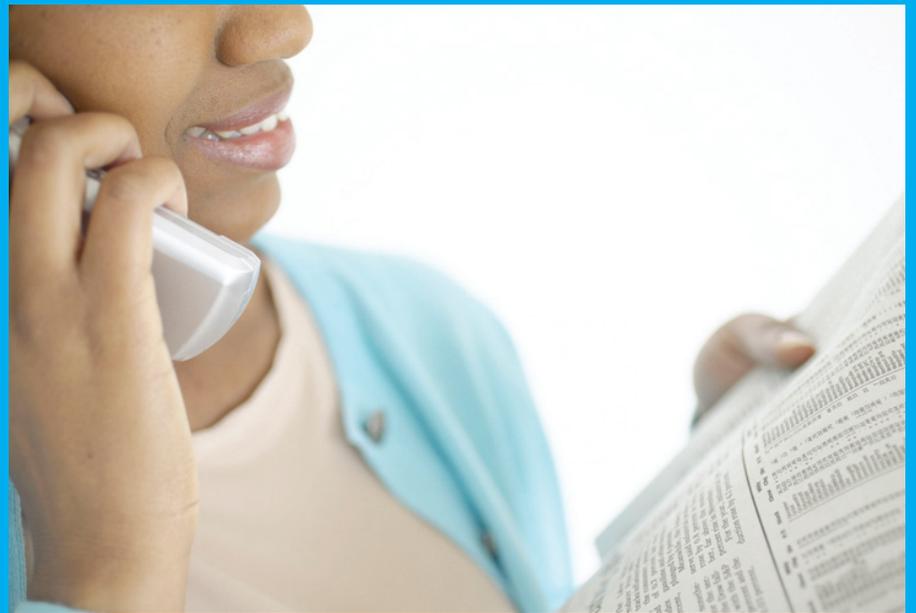


Snapshot of Success

"The HC5500 is a nice tool; it gives our customers a lot more flexibility for one-stop shopping...Our customers are intrigued that they can get full color printing inexpensively."

Terry Reid, Owner, Seabreeze Communications Group



Seabreeze Communications Group

Seabreeze Communications Group has been in business for over 20 years. Seabreeze develops and prints inserts and upscale community newspapers that are delivered monthly to over 100,000 households throughout Florida's Palm Beach, Collier, Lee, and Martin counties, and also provides mailing services. With 25 expert employees, Seabreeze Communications is able to assist customers with all their printing and mailing needs.

Owners Terry and Jacquelyn Reid have used RISO duplicators at Seabreeze since 1992. They saw their first RISO duplicator back in the early 1990s at a print shop and thought the duplicators would work great at his company. The first duplicators the Reids bought were a GR3750 and FR3910—and both are still running!

As Seabreeze Communications grew, so did the demand for color printing. However, the cost of printing using a laser color copier was becoming an issue. The color copier cost too much to operate; if the Reids did not find an in-house color printing solution, Seabreeze would be forced to outsource their color printing.

It was at this time that Seabreeze Communications discovered the RISO HC5500 ComColor® full color inkjet printer. Since he was already familiar with RISO, the Reids knew that the HC5500 would help their business grow. The HC was the solution to Seabreeze Communications' color printing needs.

"The HC5500 is a nice tool; it gives our customers a lot more flexibility for one-stop shopping,"

Terry Reid states. "I don't have to advertise the HC5500 because there is a lot of traffic coming through the door. Our long-standing customers are intrigued that they can get full color printing inexpensively."

Seabreeze Communications Group works with 60 local newspapers from Florida to North Carolina. Terry Reid said they recently received an order for 100,000 flyers, which will be printed on card stock using the HC5500, then inserted into the local newspapers.

Being able to print in full color and not having to outsource print jobs is critical to the success of Seabreeze Communications Group. Thanks to the RISO HC5500, color printing is a lot less expensive and a lot more profitable.