

Snapshot of Success

"By my estimate, the HC5000 saves us \$23,000 a year on just five forms alone!"

Brandon Caulder,
Support Services Coordinator



South Carolina Student Loan Corp.

Not long ago, the South Carolina Student Loan Corporation outsourced a massive quantity of forms, marketing material, and other documents to local printing vendors. This intensive need for paper communications naturally resulted in massive expenditures tens of thousands of dollars annually, in fact.

Like many industries, the student loan market is highly competitive. With many "big business" lenders actively pursuing college-bound high school students, returning college students, and their parents, the South Carolina Student Loan Corporation (SCSLC) knows it must invest its marketing dollars wisely to reach the largest possible audience while meeting its limited budget.

SCSLC's loan representatives provide information about their

financial aid programs by making numerous group and individual presentations to high school and college students throughout the year. These presentations are accompanied by a wide range of printed collateral materials for students and parents to take home for review. The materials include copies of PowerPoint presentations, loan applications, promotional flyers, and various financial aid guides and publications.

Before the Student Loan Corporation acquired its HC5000 high-speed ComColor™ printer, some of the materials were produced in black and white while others were run in two and three spot colors. Wisely, the company had been reproducing these applications internally on a RISO Printer-Duplicator for

years and its management was very happy with the product's productivity, low operating cost, and reliability. However, there were still a lot of other materials with full-color graphics and photographs that the company needed to outsource to local print vendors. Not a small expense!

Brandon Caulder, support services coordinator, learned about the HC5000 through a sales call from his local RISO representative. The two discussed how the HC5000 high-speed color printer might allow the SC Student Loan Corporation to produce some of its full-color documents internally at a much lower cost. After a product demonstration and cost-benefit analysis, it was clear that the HC5000 would be a great investment. Printed materials

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that were outsourced could be produced in-house for a fraction of the cost. As an additional benefit, last-minute content changes could be added to the publications before printing.

Brandon told RISO, "I have calculated our cost savings on a few of the print jobs we had been outsourcing. By my estimate, the HC5000 saves us \$23,000 a year on just five forms alone! That is

just part of the savings because we are printing a large variety of forms and other materials on the machine and I am sure we are saving a lot more money."
