

Snapshot of Success

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Eric Eisen, Sportography



Sportography Sports Photography Service

Capturing the memories of youth sports through photography has been at the heart of Sportography for the past fifteen years. Eric Eisen, a partner in Sportography, observes that the participation in youth sports has been steadily increasing each year and in response, this Brookfield, Connecticut company now produces over 200,000 children's sports photos annually.

The process begins when families choose to purchase a wide variety of team and individual photo products. Each player receives an order form distributed to the sports organization two weeks before picture day.

The printing of this two-sided order form, an integral piece in the business, was outsourced to an offset press at a cost of

almost 14¢ per form. An attempt to reduce costs and take back creative control of their printed materials led Eisen to research printing systems that were simple enough to operate internally and would give quick return on investment.

The search led Eric to RISO.

Since the purchase of a RISO Printer-Duplicator, Sportography continues to print the full color side on an offset press, while the customized single color side is printed in-house on the RISO Printing System. The cost has been reduced to 5¢, saving 9¢ per printed form. Eric estimates that 200,000 forms are printed and distributed each year, creating an annual savings of \$18,000 directly to the bottom line.

This cost savings has prompted Sportography to look at other means of leveraging its machine to save money. Eisen has extended the usage of his RISO Printing System to print multi-colored envelopes, letterhead and marketing flyers cost-effectively and on-demand. "We are able to save a lot of money and do a lot more. I've got nothing but great things to say about RISO," says Eisen.

"We're saving money every time we use our machine," adds Eisen. And, in regaining the creative control of our marketing material, we're coming up with ways to add profits directly to our bottom line. In this sense, we're getting a return from two different directions. Our system will more than pay for itself in a year."