ⅰRISO

Snapshot of
Success

"Every order that comes in one day is sent out the next."

Bob Hunter, President,
Stork Avenue

Stork Avenue

"If we hadn't found RISO, we wouldn't exist as a business," states Bob Hunter, president of Stork Avenue, a Florida-based printing company specializing in personalized birth announcements.

Starting Out
Ten years ago, Bob and Sue Hunter started a business on their dining room table, printing personalized birth announcements using a laser printer. They found that laser printers could not keep up with the demand, and at that point they decided that they needed to find an alternate printing method or close the business. Hunter happened to see a RISO ad, and after just a few days testing a trial unit, they "fell in love with the machine." They have been loyal RISO customers ever since.

Fast Customized Printing
Stork Avenue sends out eleven million catalogs a year that feature a variety of card and font choices. These catalogs are distributed to lists provided by baby care product companies as well as directly to new parents in hospitals across the country. Once the card style and font choice are selected and the new baby information is filled in and submitted, a Stork Avenue employee uses specially designed software to create the card and print it out. According to Hunter "Every order that comes in one day is sent out the next." Also available are thank you cards, invitations, holiday greeting cards and christening announcements.

A Successful Business
They now have eight RN2530 models and sixty employees, producing up to 400 orders a day with each order averaging forty-five cards. The RISO features of fast turnaround, wide color selection and low cost per impression make it possible for new parents to get quality, custom birth announcements delivered right to their door, making Stork Avenue a successful and growing company that doubled in size for three straight years. In talking about how they rely on RISO machines, Hunter said "We couldn't run this business any other way."