

RISO Snapshot of Success

"Profits from the first half-day of jobs each month pay for the HC for that entire month."

Randall Putala, President, Strategic Direct Marketing



Strategic Direct Marketing, Inc.

Based in Nashville, Tennessee, Strategic Direct Marketing specializes in providing direct mail marketing services to financial institutions such as banks, credit unions and mortgage companies. They also service other companies and organizations in the area including churches, schools and real estate firms.

According to president Randall Putala, color printing is a key component of successful direct mail programs. Whether highlighting variable information or including a photo, color greatly increases the likelihood that the recipient will open up the piece and read it, and Randall says that's 90% of the battle.

Strategic Direct Marketing, Inc. (SDMI) had been printing on groups of inkjet printers. However, frequent breakdowns and slow speeds made this a

less-than-ideal printing solution. The alternative was to send the print jobs out, but SDMI's clients expected quick turnaround that outside printing sources couldn't deliver. Then SDMI discovered the RISO HC Series and decided that it was the perfect solution for their printing needs. Mark Behn, production manager, remembered, "When we installed our first HC, the company was so backed up with work that we were printing around the clock for nearly a week, and the HC never had a problem."

Now, a client can ask on Wednesday for a 5,000 piece mailing, and the letters will be in the mail by Friday. The direct mail piece can include their logo in color, photos and colored highlights to bring out the important offer information. Clients see immediate results, so much so that they frequently call to ask for more letters to go out

the following week.

Randall loves the cost-effective color capability of the HC, because it enables him to up-sell his customers, under-sell his competitors' pricing, and still increase profits. "You just can't match it for cost-per-sheet," Randall said. Cost-sensitive customers such as churches and schools can have color even on a tight budget. Realtors in the area also opt for color printed on the HC; black and white photos don't sell houses nearly as well as color photos, but high-cost color copies can quickly eat into a realtor's profits.

In addition to the color and cost benefits of the HC, SDMI can easily customize the same piece for different audiences and print out the exact quantity needed, a service their customers really appreciate. Customized messaging has been proven to increase response rates and is

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critically important to successful direct mail campaigns.

The HC worked so well for SDMI and their clients that they soon added a second HC. It was easy to justify this addition, because as Randall said, "Profits from the first half-day of jobs each month pay for the HC for that entire month."

A straight paper path and no need for heat fusing mean that the HC is exceptionally reliable. According to Randall, over the course of printing 2.8 million copies, the HC only needed three minor service calls. Less downtime means more time for printing.

Mark also likes printing on the HC because it doesn't need to be monitored, freeing him up to do other things.

Mark sums up SDMI's experience with the HC by saying, "You've got price, reliability, quality and ease-of-use – nothing else stands up to it."

Engineered to run monthly volumes as high as 250,000 per month, the HC Series provides a quick return on investment, whether in a facilities management site, central reproduction department or networked office printer. With commendations from some of the industry's leading testing

laboratories and analyst firms, RISO's HC Series represents a breakthrough in full color digital printing, delivering an unparalleled combination of speed, affordability and output quality in one easy-to-use machine. The HC Series offers the world's fastest print speed for full color ink jet printers – 105 - 120 ppm – with running costs as low as \$.03 per page in full color. Through this combination of benefits, the HC Series fulfills the need for fast and affordable printing for everyday communications and enables users to leverage the proven impact of color in more documents than ever before.
