

When choosing a printer,

What Matters Most?



Money



Time





Increase Revenue



Environment


The solution is here.



If you want to save money, _____  **2**



If you want to save time, _____  **4**



If you want to make more revenue, _____  **8**



If you want to save the environment, _____  **10**

If none of these interest you, keep reading
and you may learn something new!



“

How can I save more money?

All printers look alike and pennies don't make a big difference.

”



An Economic Solution

We provide the most efficient and economical solution with the **lowest color Cost Per Copy.**

Just \$0.02 per color copy!*

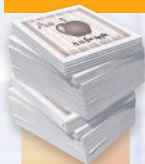
That's 1/3 of the cost of printing in color with your current printer!

Although your total color output is low, the impact to cost is high

Color is only 18% (4,000 sheets) of your total print volume (22,000 sheets)

But color printing cost represents 70% (\$240) of the total cost (\$330)

Your monthly copy volume



Black & White
18,000 sheets



Color
4,000 sheets

When converted into cost†



\$90



\$240.

A RISO printer will only cost you \$80.

*When printing Letter size, 5% ink coverage, long edge feed.

† Conditions: Cost simulated based on your current CPC is B/W \$0.005 and Color \$0.06.

How is this possible?

We use **RISO Forcejet**: an economical solution.

“

I already have fast printer.

What difference can I expect?

”

FAST

FASTER

FASTEST



RISO Forcejet™ Allows You to Print at Ultra-High Speeds

In fact, at up to 160 pages per minute RISO's GD Series is the fastest office-based inkjet printer on the market! How does 160 pages per minute compare?

▶ 15 copies of a 20-page handout




2 mins, 160 ppm

4X
FASTER THAN



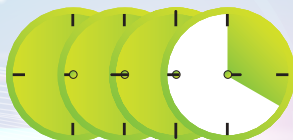
MFP
8 mins, 40 ppm

▶ 100 copies of an 80-page student manual




50 mins

4X
FASTER THAN



Copier
3 hours, 20 mins

How is this possible?

We use **RISO Forcejet**: the fastest solution.

The background features a light green and white color scheme. On the left, there are several interlocking gears of varying sizes, some in a light grey tone and others in a light green. The bottom half of the page is filled with a pattern of small dots in shades of blue and green, arranged in a way that creates a sense of depth and perspective, as if they are receding into the distance. A purple speech bubble is positioned on the left side, containing the opening quotation mark.

“

You say fast...

but looking at my desktop inkjet printer,
won't it break down just as frequently? ”



No Way!

RISO's inkjet printing process is designed to minimize breakdowns.

- ✓ Heatless System
- ✓ Durable structure
- ✓ Fewer moving parts



The ComColor FW5230 offers tremendous reliability, with a

near-flawless durability performance

in BLI's lab evaluation*. **1,001,921 pages** produced in total without any issues.



*In-house durability test performed by Buyers Laboratory LLC, 2016. The leading independent office products test lab and business consumer advocate.

How is this possible?

We use **RISO Forcejet**: fewer jams and breakdowns.



“

How can a printer help me generate more revenue?

”

CAP Ventures (From 2008/9) – full color variable documents enhanced customer loyalty and retention, generating 34% faster response rates, a 48% increase in repeat orders, and a 32% increase in overall revenues.



Affordable Color

Increase use of color to create impactful marketing communication.



34% faster response rates

48% increase in repeat orders

32% increase in overall revenues*

Use Resources Efficiently

If you save time and money with RISO, you may be able to invest your resources into other things.

Cold, Flat and Dry output

Increase your business productivity and efficiency by streamlining your workflow process.

How is this possible?

We use **RISO Forcejet**: a marketing solution.

“

Okay, there must be a catch.

A printer that's economical, fast, productive, and versatile... it must be bad for the environment and have a large footprint.

”





RISO Devices Bring a Dual Meaning to the Term “Small Footprint.”

RISO Inkjet base units measure just 3'x4'. The unit can fit almost anywhere, and thanks to the heatless printing process it doesn't require the investment of installing a ventilation system.

RISO Inkjet devices can plug into any standard wall outlet and use less electricity than most other printers in their class.

Above and beyond their low electricity consumption, RISO Inkjets drastically cut back on harmful emissions. Inkjet printers use ink, not ultra-fine particles like toner that may end up in the air we breath.



How is this possible?

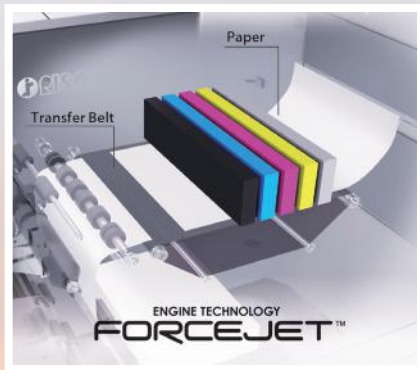
You know the answer: go to the next page.



“

**By the way,
what is Forcejet?**

”



FORCEJET is Our Own Technology

FORCEJET™ technology is found exclusively in the RISO's inkjet product line. RISO built its inkjet technology using heavy-duty inkjet print heads capable of creating full-color variable images.

How it works

RISO ComColor GD high-speed inkjet printers employ 18 in-line Piezo drop-on-demand print heads. Each of the five colors (cyan, magenta, yellow, black and the fifth color of grey) has six print head in a row imaging the page.*

The fixed position of the print head makes possible the high printing speeds found in ComColor inkjet printers, and it also results in a longer life span for the equipment.

*In the case of ComColor FW series, it is equipped with 12 print heads and four colors.

Your ultimate answer:
RISO ComColor Inkjet



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