

BINGO. The numbers are right for Edward Thompson



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Digital Manager and
Interim Client Service Manager

The Background

Edward Thompson is a well-known name in the gaming industry, working with brands such as Gala Bingo, Tombola and Carlton. The company partners with top brands to inspire ideas, facilitate opportunities and deliver solutions that grow their business and their customer base.

Among its services are the manufacture of complete wholesale bingo supplies, including printed bingo tickets, novelty bingo dabbers and bingo pens or bingo markers.

The Situation

The company needed a cost-effective and workable solution to a number of print-related matters. The very nature of bingo and raffle tickets is a product that has a very short life.

Once tickets and cards are used, they are thrown away. But the cost of printing was beginning to outweigh the return on the product.

In addition, the process needed to be streamlined. Bingo numbers were being printed and the stock then kept ready for use when a customer needed their own brand and logo over-printed.

Too much space was being wasted with stock that was merely sitting there, waiting to be used.

Another problem was with spoils. As is the nature of high-volume printing, sometimes spoils will occur. The costs of stopping, and then restarting these large-volume printers was an area that needed to be looked at

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The Solution

Edward Thompson needed a solution that was right for the job. And that's where RISO came in.

Following a recommendation from a higher education establishment that was already benefiting from RISOs, the company had a trial of a ComColor 9150. As part of the ComColor family, the 9150 can print up to 150 pages per minute, startup takes no more than five seconds and the process is cold fusion, so no heat is required making it incredibly reliable.

The ComColor printer is the white paper, cut-sheet inkjet solution of choice in the production print sector. This is because of its high productivity, low capital cost, versatility and cost effectiveness. It also has outstanding reliability and is designed for when printing needs to be high-volume but not the gloss printing that some people require.

With RISO's Colour Management System it can be configured to match brand colours, so it becomes a cost-effective solution for applications such as the reprinting of spoils.

The Benefits

Daniel Miller, Digital Manager and Interim Client Service Manager at Edward Thompson, says the RISO is ideal for the task at hand but the company can see additional benefits in the future too.

He said: “We need the right machine for the right job. We produce products that are thrown away quickly but we were using a mid to high-range priced printer to do the work.

“The RISO we have now can produce what we need and when we need it. To have the colour printing of logos and numbers in one process is a real benefit to us in terms of efficiency and not having to have stock lying around.

“It also means we can print the spoils through the RISO rather than having to stop and restart the larger machines. We worked with RISO to ensure that colour profiling could be done so the print from the larger machines and the RISO match. It is a perfect solution.”

He added that the company was examining how they could put more through the RISO. Not only would this improve efficiency, it will also free up the larger devices to produce different items too.

Edward Thompson is also looking at the possibility of utilising the Perfect Binder accessory. This is RISO's unique one-stop solution for printing books. From document to book, in one process, within minutes, the Perfect Binder is revolutionising the print sector.

Daniel added: “If anyone is looking for a printer that is for mailings and high-volume runs, where glossy output is not the main factor, then RISO is the right choice.”



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