

Production Print Solutions help Imprimus release capacity



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Steve Rowson
Head of Operations
Imprimus

The Client

Imprimus, a leading provider of critical business and marketing communications solutions, uses RISO ComColor printers to produce variable data print communications for clients. The RISO devices supplement high-end toner and continuous feed inkjet and toner systems, printing short-run, mixed colour work onto cut sheet media to speed up the production process and release print capacity.

A successful and highly-regarded supplier of outsourced communications print solutions, Imprimus processes hundreds of thousands of marketing and critical business documents every day for its clients, helping them to communicate in an efficient and cost effective manner with their own customers. To meet client demands for high volume, quality output at competitive prices, Imprimus needed print production to be fast, consistent and reliable.

The Challenge

Full-colour variable data output is printed using high-end inkjet and toner continuous feed and cut sheet production systems. Whilst the continuous feed systems are ideal for long production runs, they take time to set up and are less effective for short run and multi-stock work and for re-prints to replace spoilage within a demanding service level time-frame. Utilising production resource for short run work - perhaps just a few thousand pages or less - restricts capacity and adds cost.

Imprimus was keen to find an alternative print solution that would supplement their existing production systems, releasing capacity and reducing costs. The technology needed to be easy to set up, run at high speed and reliable. It would, moreover, be expected to produce full colour output of a comparable quality to that of the continuous feed systems.

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The Solution

RISO is a Japanese manufacturer of high-speed colour inkjet printers. The company's ComColor Production Print devices will print in full colour onto a range of cut sheet media at speeds of up to 9,000 impressions per hour. Whilst not as fast as high-end continuous feed production systems, the RISO devices are the fastest A4/A3 cut-sheet printers in the world today and are inexpensive, easy to set up and deliver colour output at low cost.

Satisfied that the RISO technology would meet their production needs, Imprimus purchased a bank of ComColor printers. RISO devices are installed in Imprimus's production facilities alongside high-end systems where they are used for short and medium run lengths "white paper" work and reprinting 'spoils'.

Customer Benefits

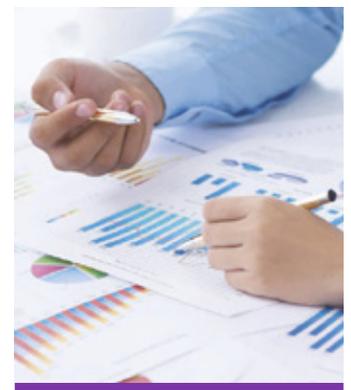
The RISO ComColor printers are used by Imprimus as short run production printers. Quick and easy to set up, they are able to handle short print runs more efficiently than continuous feed production systems, saving time and money. Output, conveniently printed onto cut sheet media, is quickly finished and inserted ready for distribution.

Print produced on the RISO technology has a very similar look and feel to that produced on the high-end continuous feed production systems. Switching short run work to the RISO printers has released capacity on the high-end, full-colour inkjet and toner continuous feed production systems and replaced the need to use pre-printed stationery with mono personalisation devices – reducing costs and helping drive a faster return on investment.

Commenting on RISO's solution, an impressed Steve Rowson, Head of Operations at Imprimus UK said: "The RISO ComColor production printers produce full-colour print communication at high speed. Whilst not as fast as continuous feed systems, they are much easier to set up, making them more effective than continuous feed systems for short run work.

"Having established that the RISO ComColor printers could be used to supplement output from continuous feed systems, it was an easy purchase decision. Our high-end continuous feed production systems represent a significant capital investment. The RISO printers, which cost a fraction of the outlay, released capacity on the production equipment.

"I am impressed with RISO's technology and with the strength of their support. The printers have proved to be versatile, cost effective and reliable. RISO's technicians worked hard to ensure that they were integrated into our digital workflow and I would recommend RISO as a solution to reducing these kinds of extraneous production costs."



phone 020 8236 5800
email info@riso.co.uk
web www.riso.co.uk