

Adare boosts production print capability



“RISO presents us with the opportunity to provide an efficient and cost-effective way of producing quality, personalised digital shorts runs using cut-sheet white paper.”

Barry Crich
Managing Director



The Client

Adare Limited, a leading provider of Essential Communications solutions, processes hundreds of thousands of essential communications every day for leading UK brands, helping them to communicate in an efficient and cost-effective manner with their own customers.

The Challenge

Adare already had a suite of RISO printers, installed at its production facilities alongside high-end continuous feed systems where they were used for short run work such as reprinting spoils and for specialised secure print jobs.

Barry Crich, Managing Director of Adare Ltd said “When we purchased our original RISO machines, they were the best cut sheet printers available for the task at that time. The success of those has prompted us to invest in the latest equipment.”

The Solution

Following a successful trial, Adare purchased an additional three ComColor X1 9150s. This newest RISO printer sets superior standards in production print by presenting users with the ability to produce 1,000 full-colour, single-sided pages in approximately 6.5 minutes.



“RISO is a company that listens to the customer for long enough to develop the solution that is required; rather than merely supplying what they’ve got.”

Danny Narey
Operations Director

The speed, efficiency and reliability were key factors for Adare, which needs to be able to fulfil a high number of short-run, digital print work where quality matters and, where using continuous machines would not be cost-effective.

Operations Director Danny Narey said: “The machines are extremely reliable and the service is first class. We had been looking for an inkjet cut-sheet colour solution and RISO offered us exactly what we needed in terms of low capital investment, low cost per page and reliability. We have been able to work collaboratively with RISO, and have found them to be innovative and flexible.”

Customer Benefits

Adare puts significant volumes through the RISO solutions on a daily basis and, by working with RISO, it has made efficiency savings as well as securing, and even improving SLA performance.

Barry Crich, commented: “RISO has become an important strategic partner to Adare and we value our growing relationship with the company.”

“From a business point of view, they also give us the flexibility to offer more to our customers. Alongside the larger, continuous print runs we can offer shorter run work with a similar colour profile, which is critical. It’s all about being able to offer customers a complete end-to-end solution.”

Operations Director Danny Narey added: “RISO is a company that listens to the customer for long enough to develop the solution that is required; rather than merely supplying what they’ve got.”



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