



Direct House, Norway

Print and fulfilment

Solutions

RISO ComColor 9150

“RISO fits into the workflow, and it offers the ability to look at opportunities to increase capacity and be competitive on cost per print. I would absolutely recommend RISO.”

Harold Davidsen,
Managing Director

RISO directly boosts in-house productivity

The Client

Direct House prides itself on being a big enough organisation to be able to handle a range of challenges, but also one that is small enough to be flexible and offer a fast turnaround when needed.

In actual fact, with a number of locations across Norway, Direct House is one of the country's largest suppliers of services within printing, direct mail, packaging, enveloping, campaign fulfilment, online shopping and warehousing.

It's a company that places a value on efficiency and delivering a quality service to its customers.

The Challenge

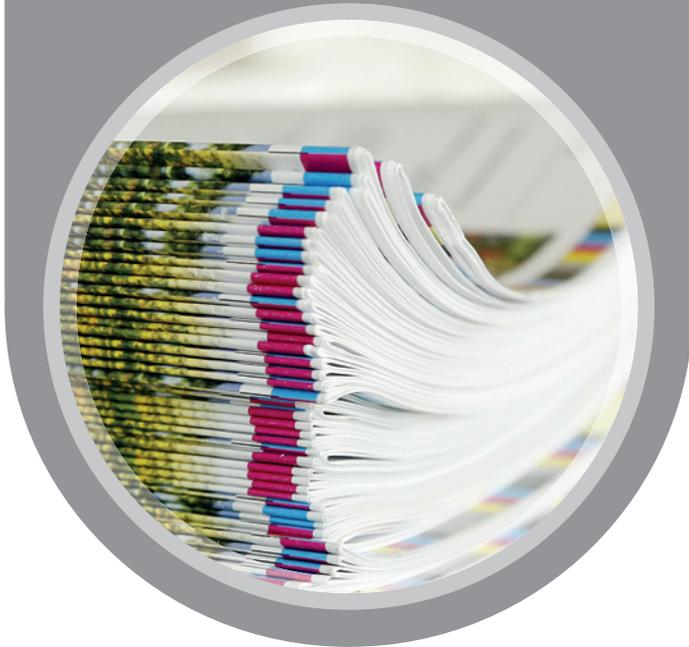
Direct House faces a challenge; it has a range of customers who all demand an efficient, reliable, and cost-effective service that enables them to be successful.

Print is a major part of its business, and Direct House needs a print device that offers the company the ability to carry out its work and take advantage of further business opportunities.

Older, more traditional printers, such as laser toner devices, simply can't keep up with the hard work and tight deadlines. And, they were proving not to be cost-effective for all the jobs that were being put through them. That's where RISO printers come in.

“It’s really easy to use, and reliable. It’s about speed, and productivity.”

Harold Davidsen,
Managing Director



The Solution

Direct House has added to its portfolio with two ultra-reliable RISO ComColor 9150 cutsheet inkjet printers, which are each capable of printing at up to 150 ppm. Direct House also improved yet further its workflow with the addition of a High Capacity Stacker and a High Capacity Feeder, giving an additional 4000 sheet print capacity.

RISO's unique ForceJet technology had unrivalled reliability due to its simple paper path. When printing is time-critical, and SLAs have to be met, RISOs are the printers people rely on.

RISOs do not use toner and operate using a cold printing process. There are no harmful CO2 emissions, there is lower energy consumption, and there is no paper curl, ensuring that documents can go straight into post-press operations.

All these benefits are ideal for companies who, like Direct House, print thousands of documents every day to tight deadlines.

For example, one of Direct House's customers is in the audio-visual sector and needs to regularly issue bespoke letters to its own customers. Logos and other images need to be printed in colour. Another Direct House customer has a range of logos it uses on its marketing communications.

Printing simple letters with colour could be expensive, but when they're produced using RISO, it's a different story.

For Direct House, the RISOs now print more than 4.5 million documents a year.

The Benefits

Harold Davidsen, Managing Director, of Direct House, said: "We've done some testing, and comparisons with costs of ink, and it is cheaper to produce certain documents on the RISO rather than a laser printer.

"It's ideal when you're printing letters as it is mainly a black and white print, with some colour, such as a logo.

"For the type of print we need, the quality is ideal. For some things, you do not need high-gloss materials.

"It's really easy to use, and reliable. It's about speed, and productivity. If we didn't have the RISO, we would probably have to use a laser printer and that would cost more.

"Similarly, if we didn't have the RISO, there would be times when we would have to print on A3 and cut materials down, extending the time to produce printed matter and incurring additional processes.

"RISO fits into the workflow, and it offers the ability to look at opportunities to increase capacity and be competitive on cost per print. Together, it's an easy decision to have a RISO. I would absolutely recommend RISO, and also the customer service and support we receive from Postrom Maskiner AS, RISO's Advanced Partner in Norway."



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