

News Release

## **RISO expands its Partner Programme in the UK.**

RISO, the internationally-renowned manufacturer of the world's fastest A4 cutsheet inkjet printers, has announced it is expanding its Partner Programme in the UK.

In addition to growing its direct sales channel, the company has strategically reorganised its network of Partners.

As part of the forward-thinking reorganisation, it has introduced a new tier-based programme that sees Partners given additional sales, marketing and technical support in line with the particular tier they are on.

Partners will also be eligible, tier dependent, for an incentive programme that has been designed to recognise and reward excellent sales levels.

Tatsuo Murakami, Managing Director, RISO UK, said: "We are looking for the very best in the companies we partner with and are proud that our partnerships are rewarding for all whilst meeting shared goals.

"Our partnerships are built to last and we have many tiers in the Programme designed specifically to benefit all our Partners, some we already work with and others who will join the network."

And he added: "RISO's partners are valued, supported and part of an award-winning brand."

Russell Long is RISO's National Dealer and Export Manager, and he has spearheaded the changes to the partner programme.

He said: "The RISO Partner Programme is designed to assist each of our partners in ways that best suit their individual company objectives. Our Partners are invaluable to us and at RISO we are fully committed to a collaborative approach in taking our award-winning technology to market."

He added that as RISO's products are unique, partners are able to offer something different to their customers, making them stand out.

To discuss the opportunities of working in collaboration with RISO, people are asked to email [info@riso.co.uk](mailto:info@riso.co.uk), putting RISO Partner Programme in the subject box of the message.

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