



PRESS RELEASE

June 12th, 2014

Adare works with strategic partner RISO to boost production print capability

Adare Limited, a leading provider of Essential Communications solutions, has invested in its own future by adding three of the latest RISO ComColor XI digital inkjet cut sheet printers to further boost its already impressive production print capability.

The company 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.

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.

Now, following a successful trial, Adare has 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.

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.

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, Managing Director of Adare Ltd said: "RISO has become an important strategic partner to Adare and we value our growing relationship with the company.

"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.

"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.

“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 said: “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.

“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.”

RISO UK Managing Director Tatsuo Murakami, said: “RISO is making a name for itself in the production print sector, where our portfolio of solutions add real business value to our customers, such as Adare.

“We’re proud to be working in partnership with Adare so that it can fully harness the power of cut-sheet inkjet printing alongside, and integrated with, its continuous print solutions.”

For more information about Riso, visit www.riso.co.uk

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Images

Please note, for hi-res versions of the images, please call Wayne Swiffin on 07854 689914 or email wayneswiffin@mandatumpr.co.uk



Notes to editor

RISO KAGAKU CORPORATION (RISO) is the leading manufacturer and distributor of high-speed inkjet printers and digital duplicators. RISO strives to create fundamentally unique products in paper-based communication through an approach that emphasizes productivity, cost containment, and versatility. RISO products are used in over 180 countries and regions

worldwide in various settings that include businesses, schools, governments and public agencies.

For more about Riso in the UK, visit www.riso.co.uk.