

Committed to quality and reliability



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Dave Norris,
Co-founder



The Client

Spectrum started out as a family company, and they still are. That's part of who they are and shows a commitment to family values and doing business in what they see as the right way. Spectrum are all about quality and service, these have been their values since the start. The company started up 19 years ago, as a reprographics firm, as the print industry evolved they moved with it, investing in a digital production press, which then led to a multitude of finishing equipment and more presses as the years passed.

The Background

While a relatively small company, Spectrum are well known for their attention to detail and being able to hit deadlines. It's no surprise, as they have high standards and work hard to maintain them - and their reputation. Around 10 years ago, Spectrum looked at using RISO printers but the time wasn't right. This year they saw RISOs on display at a print expo and decided to have a look. Spectrum had a number of small customers who wanted volume printing but not necessarily on high-gloss paper. RISO was able to bring one of its demonstration vehicles to Spectrum Graphics and demonstrate how the company could best utilise the latest in inkjet printing. Spectrum were impressed and took a ComColor FW5230 on a month's trial.

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The Benefits

The RISO is an incredibly reliable printer that gets on with the job. That’s exactly what you need in this business, because deadlines have to be met and your customers have to have confidence in what you can do. It is a real workhorse in that respect, but it’s also things like the automatic ink monitoring and ordering - it takes away some of the admin as well.

With the RISO now part of our plant list, there is virtually nothing we cannot do, including printing direct onto Golf Balls and USB sticks, laser engraving on Perspex, wood and many other materials, we aim to become that one-stop-shop for all things print.

We also use the RISO to print NCR (non-carbon copy) forms, envelopes, and other materials. We have been able to shift some work from the ultra high-quality machines to the RISO; it’s ideal for standard forms for example, so it’s more cost-effective to use the RISO. We can produce some of our booklet work on it too, and print envelopes more easily than before.

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Before RISO

In order to print materials that were not of high quality, Spectrum Graphics previously had to start up the larger, more expensive to run printers.

After RISO

With the FW, Spectrum can now use the larger printers and presses for materials that are right for it, leaving the FW to work away on all other things. Not only that, the FW can turn things around quickly, and open up new revenue streams - ideal for a print company in a very tough market.

With the RISO, Spectrum can now route mainstream work to the FW5230 leaving the larger printers and presses for work more suited to them, thus saving time and money.



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