

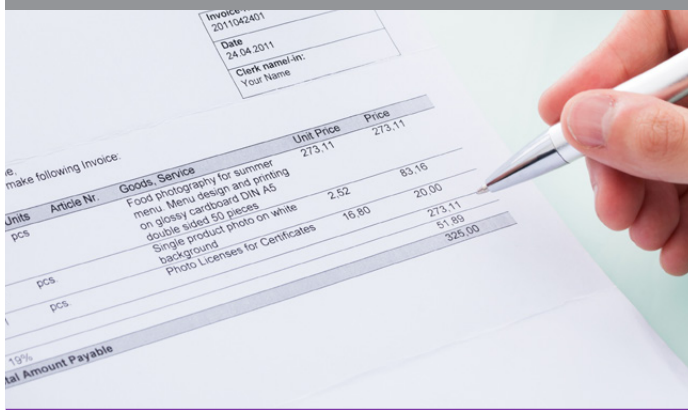
Adare boosts production print capability



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Steve Davis

Head of Production



The Client

Adare SEC is a leading provider of Integrated Communication solutions and, as such, processes hundreds of thousands of customer 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 has high-end continuous feed systems installed at its impressive production facilities. But, it needed a solution for short run work, such as reprinting spoils and for specialised secure print jobs. In turn, a solution was needed that would release capacity on the high-end systems.



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Steve Davis
Head of Production



Steve Davis, Head of Production of Adare SEC 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 further."

Speed, efficiency and reliability are 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.

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.

Steve Davis said: "The RISO production printers produce full colour print communication at speed. Whilst not as fast as continuous feed systems, they are much easier to set up, making them more effective than continuous feed systems for our short run work.

"Having established that the RISO printers could be used to supplement output from continuous feed systems, it was an easy purchase decision. Our high-end continuous feed production systems each represent a significant capital investment. The RISO printers, which cost a fraction of the outlay, released capacity on the production equipment."

"I am impressed with RISO's technology and with the strength of their support. The printers have proved to be versatile, cost effective and reliable. RISO's technicians worked hard to ensure that they were integrated into our digital workflow and I would recommend RISO as a solution to reducing these kinds of extraneous production costs."

The Solution

Adare had first harnessed the power of RISO cutsheet inkjet printers a number of years ago, and then took delivery of three ComColor 9150s. It has now invested in three ComColor GD9630s, the very latest in the evolution of the ComColor series.

The ComColor 9150s set high 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 ComColor GD range take cutsheet inkjet printing to a new level, with a five-colour CMYK plus new grey ink which enhances the black colour, and therefore grey scale as well as expanding the whole colour gamut.

If required, users can add high-capacity feeders and stackers, making workflow efficiency better than ever before.



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