



Folkestone and Hythe
Conservatives



Association votes for the Riso option



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Gordon Williams
Folkestone and Hythe Conservatives Agent

The Client

Effective communication is essential to the running of a political campaign. Getting key messages across to the electorate can make or break an election, and be the difference in getting a candidate elected or not.

Folkestone and Hythe Conservatives have a particularly successful track record. Once the seat of senior Conservative MP Michael Howard, voters in the constituency are now represented by Damian Collins, who was elected following Mr Howard's move to the House of Lords in 2010.

The constituency itself is made up of a number of towns and villages such as Folkestone, Hythe, New Romney, Lydd, Dymchurch, Lyminge, Elham and Saxon Shore, with different issues affecting different areas.



The Challenge

Social media and digital communications play their part in political campaigning, but print still remains a valuable part of the political agent's toolkit. A good campaign needs an army of volunteers ready to carry rucksacks, tread the paths and post leaflets through letterboxes.

And that's where the Conservative Association in Folkestone and Hythe is adept at campaigning. They regularly deliver up to 80,000 items of literature to residents, including the party's In Touch leaflets.

When you have that many leaflets and newsletters to deliver, it's essential that printing is manageable, flexible and reliable.

In addition, the association wanted to make more of an impact with their materials, including the addition of colour, and be able to change posters and leaflets depending on location.



The Solution

The Riso 7150 ComColor was chosen as the ideal printing partner for the association, as it presents the opportunity for people to print leaflets and booklets, and the association has been able to print posters too.

Using the Riso solution also allowed the group to use mail merge to print the letter head, the body of the letter and all the variable data required for each individual letter. All this would take place in one single print pass through the machine - saving a great deal of time and money.

It's a versatile option that is cost-effective and a perfect fit for the purpose it is needed for. It can print at ultra-fast speeds of up to 150ppm, and has an image area up to A3 + (340mm x 550mm) which is perfect for political groups.



It also takes up less space than their previous printer, and, with budgets in mind, is more cost effective than traditional toner machines with an incredibly low cost per page for full-colour printing.

The ComColor is also incredibly reliable, which is very important in a pressured environment such as a campaign office when a party is producing high volumes of printed material in a short space of time.

This reliability is achieved by Riso's unique FORCEJET technology which uses a cold printing process, it also has less moving parts than a toner machine resulting in less downtime and maintenance. Agent Gordon Williams says: "Versatility was key, with the ability to adapt leaflets for different areas and the opportunity to have short and long run printing.

"The addition of colour from black and white makes a huge difference. It adds impact and people respond better to colour. It makes the materials look a lot more attractive.

"The salesmen and engineers are very helpful and are at the end of the line should we need anything."

The Conservative Association gave the Riso their vote, it might be time that you too see how we could be helping you.

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For more information please contact

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