



Jaakko Laine represents the third generation at the helm of Laine Print, a company established in 1954. Originating from operations in the family home, the business has grown significantly. Today, Laine Print employs 11 staff members and operates out of offices in Rauma and Helsinki, continuing its legacy of innovation and quality in the printing industry.

A Precision Purchase

Laine Print, renowned as the powerhouse of direct marketing printing, has recently made a significant investment in the cutting-edge RISO Valezus T1200 inkjet press. This strategic move represents a lucrative venture into new technology for the company.

Based in Rauma, Laine Print offers a broad spectrum of printed products, excelling particularly in direct marketing services. The company's clientele encompasses the public sector, businesses, and associations. "As a small printing house, personal service is paramount for us. Customers often choose us for our exceptional service and competitive pricing," states **Jaakko Laine**, the current proprietor of the business.

Jaakko represents the third generation of printers in the Laine family. The company was founded by his grandfather, **Leo Laine**, in 1954, initially serving local businesses and individuals with traditional printing services

from the family home. The 1960s saw expansion with new facilities and the hiring of the first employees outside the family. Jaakko's father, **Liro Laine**, took over in 1988, leading the company until 2021 when Jaakko assumed control. Today Laine Print employs 11 people and operates sales offices in Helsinki and Rauma, with all production based in Rauma.

Why Choose RISO?

The Rauma facility is equipped with a B2 size offset press, three toner-based digital presses, and now the RISO Valezus T1200 inkjet press. The decision to invest in RISO came as the

company sought to replace two aging black and white toner digital presses, which had collectively produced 30 million A4 prints.

"Replacing them with new toner equipment wouldn't have offered us any new benefits or production advancements," explains Laine. The company turned to inkjet technology, drawing on RISO's decades of expertise. "I've been impressed with RISO's performance at trade fairs over the years, particularly its speed and quality."

A key moment came last summer when Laine experienced RISO's capabilities firsthand through a demonstration vehicle in Finland. This led to the decision to invest in the RISO Valezus T1200, chosen for its suitability for direct marketing personalisation and as a complement to the offset press. The company personalises over two million letters annually, and the RISO press offers cost savings and quality comparable to offset printing for both large and small print runs.

"RISO allows us to produce direct marketing letters more cost-effectively for batches exceeding 10,000 pieces compared to offset printing," Laine notes. The press is used for personalising pre-printed letters and producing small runs of letters and brochures, enhancing production speed and reducing maintenance costs associated with offset printing.



The demonstration vehicle from RISO, which toured Finland in the summer, played a crucial role in Laine Print's investment. Jaakko Laine's first hand experience with the vehicle strongly influenced the company's decision to acquire the press.

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The RISO Valezus T1200 is a high-speed, sheet-fed inkjet press capable of producing up to 165 colour pages per minute, notable for its compact size and low energy consumption. Laine Print, committed to environmental sustainability, values the press's energy efficiency, aligning with the company's carbon-neutral production since 2019.

"Energy efficiency is crucial for us, not only for environmental reasons but also for reducing operating costs. The RISO press consumes up to 91% less

energy than comparable toner-based digital presses and doesn't require additional cooling or air conditioning," says Laine.

With just a few months of operation, specific savings figures are not yet available, but the reduction in energy consumption compared to toner and offset presses is already evident. Laine Print's investment in the RISO Valezus T1200 inkjet press signifies a commitment to innovation, efficiency, and environmental responsibility in the printing industry.

Book your free print demonstration

To book a free no obligation print demonstration in the UK, Ireland or Nordics, please call **+44 (0)20 8236 5800** or email **info@riso.co.uk**

The RISO Valezus T1200 is a high-speed, sheet-fed inkjet printing press capable of producing up to 165 color pages per minute. Its compact size and significantly low energy consumption are major advantages of this device.



Five key reasons why Laine Print chose the RISO Valezus T1200:

1. Low printing costs
2. High speed, capable of 165 pages per minute (ppm)
3. Complements their offset printing capabilities
4. Requires low maintenance
5. Features low energy consumption