

JOIN THE SHIFT TO INKJET

Did anyone see this coming? Millennials respond to direct mail in higher numbers than previous generations. In fact, the US Postal Service tells us that 64% would rather scan for useful info in the mail than through emails. Is this not the Digital Generation? The same group that was to embrace everything paperless is in fact driving the resurgence of mail. It should not come as a surprise when you consider that our ability to recall information is 70% higher if the message stems from direct mail rather than a digital ad.

Those in the business of reaching out to a targeted group by way of the printed word can be as demanding as their intended audience. The need for speed, color and reliability has never been greater which may explain the growing shift to inkjet over the past 10 years. The technology is offered in several shapes and sizes, but one constant inkjet characteristic is the cold, flat and dry output. Inkjet printed material is super friendly to all collating, folding and inserting devices and yields the type of reliability that is further driving the growth of inkjet.

RISO has been manufacturing cutsheet, production inkjet devices for about 15 years and is now on its 6th generation. The current series is capable of printing at speeds of 160 full color pages per minute (9600 letter-size pages per hour) at an operating cost that will fit most budgets. RISO in fact is the answer to all those who claim, "color printing is a luxury, our organization will limit or ban the use of color printing". Hard to imagine it's 2019 and we still have large segments of the business mailing community who view color printing as an extravagance. Variable data statements, once encumbered with the tedious 2-step process of printing monochrome toner onto a pre-printed shell, are now converting to a single-step RISO workflow that is saving hours of labor, storage space and production dollars.

The envelope has begun its own migration from offset to inkjet. The heatless design of RISO inkjet allows for envelopes of all sizes to be printed at a cost of about \$13 per 1000. Not only will RISO help you develop a new revenue stream from those customers looking to increase response rates, but the heatless design makes it a perfect technology for window envelopes as well. For those looking to streamline their entire mailing process, RISO offers its own unique Print-to-mail solution that converts a three-step process into one that will print, fold and seal your direct mail pieces all in one pass. All of which begs the question ... isn't it time you make RISO part of your Inkjet Strategy?

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