

## Electronics Company

The CEO of an electronics company started out 31 years ago with the idea of providing quality products at a reasonable price. Today, along with his son, he continues this commitment by selling high quality electronic products at a low price to educators worldwide.

When the company found themselves growing rapidly, they realized that many products which were available for order never made it into their annual catalog until the following year. They knew that they needed to find a solution to the high printing costs of a monthly flyer. Then the CEO learned about RISO inkjet printers from a local church.

It was love at first print with the RISO ComColor. Not only was the company able to reduce their printing costs on the monthly product flyer, they were able to decrease the turnaround time of printing and mailing the flyer, and increase the number printed. They now print 10,000 to 12,000 monthly product flyers.

“The increase in sales is immediate once our monthly flyers arrive at our customers,” states the owner.



Not content to let their RISO sit idle, the company quickly started looking for other applications that could be printed on the RISO. By moving several applications to their ComColor, the company was able to save money, which was then reinvested back into their company. All these print jobs keep their RISO operating on a daily basis.

Besides the monthly product flyer, they also print their lab course books, course book revisions, invoices, and employee manuals on the RISO ComColor. Now they can quickly and easily print just the number of copies they need to meet an order with no waste!

With the CEO's creative genius, he builds upon the inherent qualities of the RISO to create a variety of eye-catching materials. “We can rely on the RISO always being up and running. Day-in and day-out, the RISO ComColor is there.”