

## Zoo and Botanical Gardens

It's known that RISO inkjet solutions are ecologically friendly, but they can also help preserve endangered species. One of our clients, a zoo and botanical gardens, has been a main local attraction for decades. The zoo provides an opportunity for families to experience the fascinating world of exotic animals and plants that have been collected from all over the world.

As a large organization, the zoo constantly needs large quantities of printed materials to distribute to visitors and members. For years these jobs were outsourced to a local print shop - but finding this method to be inflexible and expensive, the zoo management team decided to invest in its first RISO inkjet solution.

"We regularly print visitor maps and newsletters that we send to 8,000 of our member families. With the RISO we have the opportunity to do this in-house, which gives us a lot more control over the timeline and cost of these jobs," reports the CEO of the zoo and botanical gardens.

As part of the partnership with the Association of Zoos and Aquariums, the zoo participates in efforts to protect and



maintain a population of endangered species. The organization also hosts a variety of unique educational programs, as well as other programs that can be customized by teachers to meet their curriculum needs. Every year these programs provide over 75,000 school children with exciting, innovative ways to learn about animals and environments, and every year the zoo produces thousands of printed pieces to promote these programs.

In fact, the zoo's staff has been using RISO equipment for almost eight years. The CEO estimates that the organization prints about 60,000 pages per month on its RISO inkjet solution.

"Since we started using the RISO inkjet solution, our prints are produced in a timely manner, and we can edit and change the format at any time. In addition to that, our costs have decreased by 50 percent." he says.