



Snapshot of Success

American Red Cross

One Florida Chapter of the American Red Cross serves more than 2 million residents across several counties, and operates offices in five major cities and an Air Force Base. Last year, the chapter reached 136,000 families in the region with such services as disaster relief and education, nurse assistant training, CPR/First Aid, caregiving, medical transportation and more.

With its heavy focus on education, the chapter prints thousands of course catalogs each year. The organization has long used RISO's digital printing technologies in its in-house operations, and recently added a ComColor™ ink jet printer to enhance its capabilities and leverage the impact of color in its documents.

"One of our major jobs is to print catalogs for Health and Safety programs offered by the Red Cross. A typical run is 8,000 catalogs with four pages printed in multiple colors. For a long time, we were using an older RISO Printer-Duplicator to do the job. This technology is very reliable and allowed us to print the catalogs economically and as needed. However, we began incorporating a lot of color into our catalogs. That meant we had to run the pages



through the system in separate passes for each color because the other model was designed for spot color," says their IT administrator.

When RISO introduced its full color ComColor™ ink jet printer, he saw an immediate opportunity to increase productivity and leverage the impact of full color with a system specifically engineered for this purpose.

"The ComColor machine is an ideal way for us to enhance our operations and upgrade our finished product. It's designed for full color printing and delivers incredible speed. With this technology, we can produce 1,000 catalogs in a day. That includes printing them on the ComColor, and then folding and stitching them. It's a great fit for our needs. While we've kept the other model busy with all our one or two color jobs and all our envelopes and card stock, the new ComColor has taken

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center stage. In fact, other departments have started to use the ComColor for printing their documents," says the IT professional.

Another advantage is the quality of the output with the ComColor. "Not only is the machine fast – the color is sharp, the registration is great and our documents look very professional. We've been able to add full color photos so our catalogs create a stronger impression," he notes.

According to the administrators, cost efficiency is another attribute that makes the ComColor a valued part of the operations. "We also have a color copier in the shop. That would have been one way to produce full color output, but we estimate it would have cost around 8 1/2 cents per sheet. We find our cost with the ComColor is closer to 2 cents per page."

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-The American Red Cross

With commendations from some of the industry's leading testing laboratories and analyst firms, RISO's ComColor represents a breakthrough in full color digital printing, delivering an unparalleled combination of speed, affordability and output quality in one easy-to-use machine. The RISO offers the world's fastest print speed – 105 ppm at sizes up to 11"x17" – with running costs as low as \$.03 per page in full color. Through this combination of benefits, the ComColor fulfills the need for fast and affordable color printing for everyday communications and enables users to leverage the proven impact of color in more documents than ever before.