

# Production Print Solutions help Paragon release capacity



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**Steve Rowson**

Head of Operations  
Paragon Customer Communications

## The Client

As a leading provider of critical business and marketing communications solutions, Paragon Customer Communications processes hundreds of thousands of marketing and critical business documents - every single day.

A highly-regarded supplier, Paragon helps its clients to communicate in an efficient and cost-effective manner with their own customers. To meet client demands for high volume, quality output at competitive prices, Paragon needs print production to be fast, consistent and reliable.

That's where RISO devices have proved time and time again to be a huge business benefit to Paragon Customer Communications, both internally and externally.



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## The Upgrade

Paragon Customer Communications had initially installed three RISO ComColor 9150s, to run alongside high-end systems where they were used for short and medium-run length “white paper” work and reprinting spoils.

Having been able to witness and utilise the power of RISO, Paragon has now upgraded to the ComColor GD9630s, meaning the business has the very latest in the ComColor series. In addition, it maintains a ComColor 9150.

Commenting on the latest installation, Steve Rowson, Head of Operations (Paragon Redruth) said: “We are delighted with the new installation of the RISO ComColor GD9630s. This new technology has allowed us to further improve our internal production efficiencies, and enhance colour output and final image quality for our customers.”

Steve says that the RISO ComColor production printers are not as fast as continuous feed systems, they are much easier to set up, making them more effective than continuous feed systems for short run work.

He added: “Our high-end continuous feed production systems represent a significant capital investment. The RISO printers, which cost a fraction of the outlay, released capacity on the production equipment.”

Paragon uses RISO ComColor printers to produce variable data print communications for clients. The RISO devices supplement high-end toner and continuous feed inkjet and toner systems, printing short-run, mixed-colour work onto cut sheet media to speed up the production process and release print capacity.

Whilst the continuous feed systems are ideal for long production runs, they take time to set up and are less effective for short run and multi-stock work and for reprints to replace spoilage within a demanding service-level time-frame.

## Customer Benefits

Utilising production resource for short run work - perhaps just a few thousand pages or less - restricts capacity and adds cost. In RISO, Paragon has found an alternative print solution that supplements existing production systems, actually releasing capacity and reducing costs.

It now has a solution that was easy to set up, can run at high speed and is highly reliable. What's more, it can produce full colour output of a comparable quality to that of the continuous feed systems.

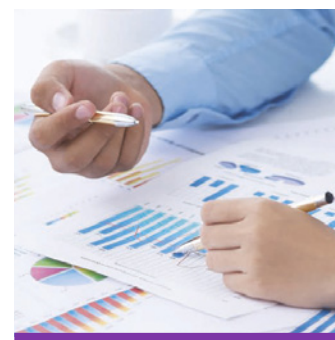
The RISO devices are the fastest A4/A3 cut-sheet printers in the world today and are inexpensive, easy to set up and deliver colour output at low cost.

The RISO ComColor printers are used by Paragon as short run production printers. Quick and easy to set up, they are able to handle short print runs more efficiently than continuous feed production systems, saving time and money.

Output, conveniently printed onto cut sheet media, is quickly finished and inserted ready for distribution. Print produced on the RISO technology has a very similar look and feel to that produced on the high-end continuous feed production systems.

Switching short run work to the RISO printers has released capacity on the high-end, full-colour inkjet and toner continuous feed production systems and replaced the need to use pre-printed stationery with mono personalisation devices – reducing costs and helping drive a faster return on investment.

As Steve says, the RISO solution has helped Paragon make further internal production efficiencies, and enhance colour output and final image quality.



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