

Commercial Print and Mail Services Firm

“This is the first machine that makes variable data color printing affordable and practical. We could not run the business without the ComColor Printer.”

President, Commercial Print and Mail Services Firm

This decades-old commercial printing and mailing services firm in Texas has relied on word-of-mouth advertising and has earned a reputation for offering quality services. To help meet its high standards of print quality, the firm relies on two printer-duplicators, as well as a ComColor® Printer for the majority of its printing needs.

The firm’s president had been using a printer-duplicator for about five years when he first learned about the new ComColor Series. He explains, “I really didn’t believe that we were a big enough customer to justify bringing this in, but I took a look at it and I knew immediately that if we made the commitment it wouldn’t take long to justify itself.”

Utilizing both high speed duplicators and the ComColor Series, the owner says he is now able to “take care of almost every need that our customers throw at us.” Trade publications and industry experts stress the need for color and personalization in marketing pieces. “This is the first machine that I am aware of that makes this affordable and practical,” the owner states. “The ComColor is a revenue generator.” When asked about reliability, he added, “We

just don’t have any issues with our ComColor equipment at all.”

Not only has ComColor saved the firm money, ComColor has also saved money for their customers. With extensive knowledge of the postal system, the owner has taken advantage of pre-sorting and postal discounting to reduce mailing costs. The ComColor allows his staff to image the envelope or mail piece, inline with the printing process.

With a monthly duty cycle of 500,000 pages, the ComColor has the capacity and durability of many presses found in high volume production environments. Yet the owner keeps his ComColor right in his own office. “It doesn’t generate any heat and it’s quiet. I can carry on a phone conversation with a customer four feet away from the machine and it’s not distracting at all.”

With the ComColor Series working for this larger commercial printer, their customers couldn’t be happier. When asked how big a role the ComColor Series plays in their business, the firm’s owner immediately responds, “We could not run the business without the ComColor Series.”

APPLICATION STUDY



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