RISO, helping newspaper make the headlines stand out

> *"The RISO offers the unique combination of high speed printing, reliability and low-cost colour print."*

Tommy Alvarsson
Pre-print Manager
Borås Tidning Tryckeri

The Background

Like newspapers in many countries across the world, those in Sweden are juggling their printed editions with online versions. It's a highly-competitive industry; readership and online views and click-throughs are a vital component of the day-to-day life of a modern news outlet.

Being able to sell papers is as important as increasing the number of online readers, and advertising and revenue play a huge role in both. But how do you tell people about what's in your newspaper or what's on the website? How do you capture their interest to buy your paper or check you out online.

The Situation

In Sweden, the newspaper industry takes full advantage of posters, known as newspaper bills in the UK, that are put up in shop windows, telling people what they can read about in the paper or on the web.

So how does that printing get done in a cost-efficient and time-sensitive manner?

Tommy Alvarsson is a pre-print manager at Borås Tidning Tryckeri. The company, part-owned by the Bold Group, prints a number of newspapers, both local ones and regional editions of national papers, such as Expressen.

Tommy and his team produce the all-important posters that advertise what readers can expect. Full colour, and 330mm X 540mm, between 5,000 and 6,000 posters are printed each day.

A little larger than traditional A3 size, the posters are printed on normal, yellow-coloured paper. There is no need for glossy paper as the posters are functional and often have a shelf life of just a few hours.

Not all the posters are the same. Because the paper has regional editions, the posters change. So, there might be as few as 130 copies of one particular edition with a particular headline story or picture.

> *"Borås Tidning Tryckeri need a flexible device that is up to the task, reliable and delivers on-time every-time. The RISO 9150 delivers that."*

Staffan Lehr
Managing Director
Master Office

The Benefits

In RISO, Tommy has a device that provides solutions to his printing issues. It is flexible, cost-efficient, robust, and does the job it needs to do so that thousands of people can see what's making the news.

Staffan Lehr, from Master Office, who has been a RISO distributor for the Swedish market since the late 1980s said: "Borås Tidning Tryckeri has a demanding role to play in delivering the posters. They need a flexible device that is up to the task, reliable and delivers on-time every-time, which in the time critical newspaper environment is paramount.

"The RISO 9150 delivers that and gives Tommy and his team the confidence that the job will be done and to deadline."

A previous RISO device used by Tommy over two or three years, delivered around four million copies before it was then upgraded to the latest model.

With performance like that, it's no wonder that RISO makes the headlines in Sweden.

The Solution

The requirement for flexibility, colour, speed and low-cost per page, demand a robust printer that can do the job.

In RISO, supplied by Nordic company MasterOffice, Tommy has found just the right machine.

"You can print on the RISO using the paper that we use," said Tommy. "And before the RISO, it was a nightmare having to change the plates for the different editions."

Tommy has also been able to use bespoke software developed locally to print with. It picks up PDF files for the posters, knows how many are needed for the different editions and prints a label that shows information about what has been printed.

"It's a nice combination," said Tommy. "It works really well for us. If we ever went back to offset printing for posters, we would not have the flexibility that we do have with the RISO."

According to Tommy, the RISO is ideal. "It offers the unique combination of high speed printing, reliability and low-cost colour print."