

## Full-service Printing Company

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Owner, Full-service Printing Company

As a full-service printer for over 20 years, this company develops and prints inserts and upscale community newspapers that are delivered monthly to over 100,000 households throughout Florida's east coast, and also provides mailing services. With 25 expert employees, the company is well positioned to assist customers with all their printing and mailing needs.

This large printer has used ComColor® duplicators for years. They saw their first duplicator back in the early 1990s at a print shop and thought the duplicators would work great at the company.

As the company grew, so did the demand for color printing. However, the cost of printing using a laser color copier was becoming an issue. The color copier cost too much to operate; if the company did not find an in-house color printing solution, they would be forced to outsource their color printing.

It was at this time that the company discovered the ComColor Printer. Since they were already familiar with ComColor,

they knew that the ComColor Series would help their business grow. The ComColor was the solution to their color printing needs.

“The ComColor is a nice tool; it gives our customers a lot more flexibility for one-stop shopping,” states the owner. “I don't have to advertise the ComColor because there is a lot of traffic coming through the door. Our long-standing customers are intrigued that they can get full color printing inexpensively.”

This full-service printer works with local newspapers in the southeast. The company owner said they recently received an order for 100,000 flyers, which will be printed on card stock using the ComColor, then inserted into the local newspapers.

Being able to print in full color and not having to outsource print jobs is critical to the success of this full service printer. Thanks to the ComColor Series, color printing is a lot less expensive and a lot more profitable.

### APPLICATION STUDY



*“I don't have to advertise the ComColor... our long-standing customers can get full color printing inexpensively.”*

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