

Parks and Recreation Department

“In these tough economic times, we must get the most for our dollars and the ComColor inkjet printer is meeting our printing needs.”

Director, Municipal Parks & Recreation Department

Balancing plans for growth while protecting hometown charm was a real priority for a thriving municipality on Florida’s west coast. Residents challenged municipal leaders to embrace the future while preserving the past, all while working within approved annual municipal budget constraints.

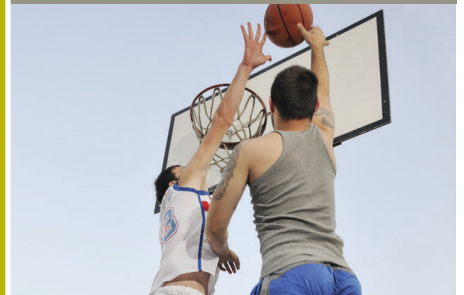
One of the great assets of this particular community is the wide variety of leisure activities that are available. Residents can take advantage of the city’s multiple recreation buildings, athletic facilities, neighborhood parks, and several hundred acres of parkland. Residents depend on the town’s Parks & Recreation Department to maintain and manage these facilities. And the Parks & Recreation Department depends on ComColor® for their printing needs.

Originally, the Parks & Recreation Department outsourced all its print jobs. That changed when it purchased a ComColor Printer. In subsequent years, the department used its new printer to print over two million flyers, programs, and newsletters.

The Parks & Recreation Department then learned about the ComColor Series and purchased one. With such a large community to provide services and programs for, there is an enormous need for printing brochures, flyers, and newsletters, and the ComColor Printer is a perfect match for the department. As the Director of Parks & Recreation states, “Having the ComColor printer is cost efficient and we are able to control printing jobs from start to finish and keep print jobs on their timetable.”

This agency uses the ComColor Printer for both full color and black and white print jobs. Full color printing includes jobs that are printed daily, quarterly, and annually, such as flyers and registrations that are printed out daily; 10,000 newsletters that are sent out quarterly; and 10,000 youth soccer, basketball, flag football mailers sent out annually. In addition, the department prints rosters, introduction letters, rules, photo schedules, and tourney information in black and white and inserts these into the full color programs.

APPLICATION STUDY



“Having the ComColor Printer is cost efficient and we are able to control printing jobs from start to finish and keep print jobs on their timetable.”

"Having a ComColor inkjet printer on site allows for quick turnaround time," states the Department's Director. "If a situation arises requiring a quick print job, such as a rain out and re-scheduling, we can crank it out immediately, at any time, day or night or weekend!"

The ComColor Printer has made good economic sense for this Florida municipality. As the Director of Parks & Recreation remarks, "We are pleased with the ComColor's operation and cost per page. In these tough economic times, we must get the most for our dollars and the ComColor is meeting our printing needs."

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