

City Government

In recent years, a city in South Carolina has evolved from a “small town” to become the fastest growing community in the state. With its solid business base, international airport and a variety of city-led initiatives, the city’s reputation for being a great place to live and work is beginning to spread. City leaders are working hard to communicate this new image to residents and visitors, and the office of the city’s Administrative Clerk, has become the hub for much of this activity.

Working under the city’s Director of Finance and Information Technology, the Clerk services the print and production needs of all city departments. With projects ranging from posters and flyers to annual reports and city-wide informational mailings, the volume of documents the city produces each year is great.

Until recently, pieces produced in full color were being outsourced to local print shops. At the time, this was a necessary but expensive option, with costs ranging from \$.65 to \$1.35 per page for many jobs. The city had some internal color printing capabilities with its laser printers, but these devices are not suitable for high



volume printing, and they are also costly on a per-page basis for even moderate runs. As a result, budget considerations limited the amount of full color printing the city could do, putting a damper on the desire to communicate the city’s exciting, vibrant and contemporary image and its role as one of the state’s most technologically advanced municipalities.

When they were introduced to the ComColor high-speed inkjet printer, they saw the potential to greatly enhance their in-house full color capabilities and were quickly able to justify the purchase on a cost savings basis alone.

Since the ComColor has arrived, the use of color in city produced documents has increased 100%. Departmental monthly reports, the recreation department’s Valentine Dance poster and even the city’s annual audit were produced in full color for the first time. “We’re able to use color in a variety of documents that previously



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printed only in black and white,” explained the clerk. “For instance, our business license letters are now in color. That may not seem like a big deal but, in fact, it’s very helpful. Using color, we’re able to focus their attention on important facts.”

The city’s recreation department is currently the heaviest producer of printed material, creating posters, programs and more for its cultural arts programs. With the ComColor high-speed printer, the department is able to promote events using full-color photographs and graphic effects that were previously cost prohibitive. The results have generated a lot of excitement and pride among department employees.

While the ComColor high-speed inkjet printer has only been in place for a few months, the city is already enjoying the cost benefits. “We already know that we are saving a lot of money and we’re printing more color,” he said. “While we used to print only 50-100 posters for an event, now we can produce 500 and the quality is better.” Having the ComColor capabilities in-house has also relieved the pressures related to relying on outside sources to get the job done. “The RISO makes it easy to deal with last minute changes,”

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- City Administrative Clerk

the City Clerk explained. “Now, I can produce a document, and if I’m unhappy with it, I can quickly make revisions and print it again. I have full control over the product that we’re creating.”

With its networking capabilities, everyone in a city department can use the capabilities of the ComColor high-speed printer. “The more people see, the more creative they get and the more ideas they have for using it.” With the ability to interface with most major software packages, the ComColor has given employees an easy way to create spectacular looking documents.

“The ComColor delivers many tangible benefits, including saving money and saving time, explained the Clerk. “But the real benefit is the ‘wow factor’ that comes from people seeing a poster, or opening a flyer for a city sponsored event that is filled with color. It gives them a sense of pride in their community, and you can’t put a value on that.”