

FIRST LUTHERAN CHURCH

Cost Savings and Efficiencies Delivered

The Situation...

First Lutheran Church was limping along at the end of 2007 with a duplicator that was literally wearing out. Ministry Director Ellen Smith still managed to do all the church's printing in-house, but the old duplicator was slow and just not able to do the volume they needed in anything close to a timely fashion. The inefficiencies of printing on a machine that was half as fast as a new machine was staring Smith in the face, and she wanted to do something about it.

Smith knew there were better options available for the Church. She had attended an Yvon Prehn "Effective Church Communication" seminar where she learned about newer machines and their capabilities. Between that and working with EO Johnson, Smith landed on a two-color Risograph duplicator. "I was in awe of the Riso," she said. "It could do everything we needed and deliver measureable efficiencies in time savings."

"I was in awe..."

ELLEN SMITH, MINISTRY DIRECTOR, FIRST LUTHERAN CHURCH



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The Solution

Although Smith knew the Riso was the right choice, her board needed convincing. "They wanted proof that the new machine would deliver cost savings and efficiencies," she said. So, Smith's assistant provided an in-depth comparison between the old machine and the Riso that addressed printing speed, quality, and variety of materials that could be printed. The facts were undeniable:

- The Riso produced the same number of copies in half the time as the old copier – because the Riso could run two colors at the same time, a second pass was not necessary
- The quality was immensely better – networking computers directly to the Riso allow masters to be produced directly from the computer, eliminating the potential for human error
- Additional materials could be copied on the Riso that could not on the old copier – i.e. letterhead and envelopes

First Lutheran's Senior Pastor understood the need for the new machine and supported Smith's proposal. After hearing the facts, the Board did too and approved the new machine.



ELLEN SMITH - MINISTRY DIRECTOR
FIRST LUTHERAN CHURCH

Customer Success Story

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“Things that once took a lot of planning and coordination don’t anymore.”

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Everything and more

The Riso is everything Smith knew it would be and more. With a fair amount of printing needs, the demands on the machine are notable – upwards of 400 weekly Church bulletins, a monthly newsletter mailed to 600 families, occasional bulletin inserts, letterhead, and special offering envelopes.

Most appreciated by Smith is the ability to print seasonal envelopes. “We have a number of special giving opportunities throughout the year, like poinsettias at Christmas and lilies at Easter,” she said. “We can quickly print the envelopes in-house, put them in the pew racks, and parishioners can start donating. The process is streamlined, and we control the timeline. Things that once took a lot of planning and coordination don’t anymore.”

Business Profile

First Lutheran Church is located in New Richmond, WI, 40 miles east of Minneapolis/St. Paul. Both the New Richmond area and First Lutheran Church are growing. The church has 1,700 members, six staff, and offers four worship services per week. First Lutheran Church is an Evangelical Lutheran Church of America parish.

A valuable partnership

It isn’t just the machine that Smith appreciates – it is the partnership she has with EO Johnson. The follow-up support provided after the initial training was particularly helpful as Smith said it was challenging to remember everything presented in the training. **‘If we forgot something, we just called our EO Johnson sales representative, and she would walk us through it,’** Smith said.

Service has met the mark also. **“The times we have needed service we have had it well within our contracted time,”** Smith said. “Typically it has been within hours.” And for First Lutheran Church that has been critical as most of their duplicating needs are time sensitive. There have also been occasions when Smith has had a service technician on the phone regarding an issue and the technician has walked her through the problem, allowing her to correct it. **“When we can eliminate the need for a service call and get back to running our jobs, it is the best solution,”** Smith said.



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