

Color Pages Inc



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Dick Royston, Owner, Color Pages Inc

**Background**

On a busy highway in urban Pinellas County, Florida, is an American success story built on hard work and great service. In 1989 after a twenty year career at GE, Dick Royston came home one day and said to his wife Barbara, “Honey, I think I want to leave the company and do something on my own.” As Dick tells it, “We looked to buy a business that we could both work at, but could not find one worth the money. Then we ran across a black and white desktop publishing business that had just been sold. So we thought why don’t we just buy a few copy machines, a 386 PC, and a color printer? So we opened a shop and started knocking on doors. We were the first in the area to do digital printing which was quite an advantage. In retrospect it was probably gutsy.”

Flash forward to 2009. Barbara and Dick Royston’s brainchild, Color Pages, Inc., has grown into a leading provider of digital copy and print services, offering a full range of design and production capabilities. With a staff of nine, including four experienced graphic designers and a full range of production machines, Color Pages can create everything from postcards, flyers, invitations, brochures, and manuals to vinyl banners, conference signage, and large scale trade show graphics. For customers with their own designers, they provide an FTP site to upload designs for printing. They were the first to install large format printers in the Tampa Bay area, at the forefront of printing technology. They made fast turnaround a priority. Unlike many of their rivals, they can provide affordable service for small production runs. Their success is built on clear thinking, paying close attention to their customers, and providing service second to none.

**Benefits**

- Assured productivity from technology calibrated to fit the needs of the business
- Profitability from reasonable, known costs and assured reliability and uptime
- Peace of mind from being backed by responsive service



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**The Outcome**

Color Pages, Inc. continues to provide outstanding quality and service to their commercial customers. Danwood and Sharp back them up all the way with leading edge technology and reliable service.

**Sharp MX-M620 Features**

- One-touch access to your business applications right from the 8.9" touch-screen LCD display panel.
- User-friendly control panel allows you to enter e-mail addresses for efficient distribution of documents.
- Copy/Print Speed 62 pages per minute
- Maximum Paper Capacity 6,600 sheets (with options).
- Job Build capability allows up to 10,000 pages to be combined into one document.
- 150-Sheet Duplex Single-Pass Document Feeder allows copying/scanning/faxing of a two-sided original in a single-pass.
- Minimizes paper misfeeds and enhances reliability with scanning speeds up to 65 images per minute simplex and 76 images per minute duplex.
- Optional advanced finishing capabilities include saddle-stitch finisher with hole punching; two-tray sorting/stapling finisher option as well as a post-sheet inserter.
- Standard tandem copy/print capability.
- Standard document filing enables users to easily archive documents to the hard drive of the system.
- Standard 40GB Hard Drive stores approximately 60,000 pages for easy access to frequently used documents.
- Optional Fax and Network Scanning Kits enable scan-to-email, scan-to-desktop and scan-to-file capabilities. User Authentication allows access to only valid users on the network.

**The Situation**

For Color Pages to provide stellar service, their equipment uptime must be virtually 100%. Any equipment failures must be addressed quickly and effectively. But they had a problem. Dick explains, "We had been with another company through which we leased equipment and contracted for service. It was like pulling teeth to get them to do anything. They never did what they said they would do. When they went out of business, they left a lot of people in the lurch."

**The Solution**

Danwood's services were engaged after the previous service provider closed down. "The Sharp machine we brought through Danwood has about 200,000 clicks on it and only one service call, so that's pretty good. And the service was excellent. Our technician, Jamil, was here in less than 4 hours. That was good, very good. He was very knowledgeable and personable. Our experience has been nothing but positive with you guys" says Dick.

"The quality is great. We deal in half-tones, pictures, gray scale reproduction. Black and white coverage is very good, even when we have solid black, it seems to hold pretty well. Costs were lower with the previous company, but we were getting crappy service. Danwood is a little higher, but we can still make money."