

“The GOCCOPRO 100, RISO’s digital screen maker, makes it possible to produce value-added printed goods, make a profit, and employ more physically disabled people. This machine is also ideal for companies interested in CSR and companies promoting CSR activities.”

ALSOK Business Support

Private Social Welfare Center
Tokyo, Japan

The mission of our company (ALSOK Business Support Corp) is to create employment opportunities for physically disabled people and expand the scope of jobs that they can engage in. We (ALSOK BSC) are a special subsidiary company that employs disabled people for the ALSOK Group. The 'Physically Disabled Persons Employment Promotion Law' enacted in Japan was introduced to promote the employment of people with physical disabilities, through the establishment of an employment quota system. This means the more employees our ALSOK HQ employs, the more disabled people we (ALSOK BSC), as a special subsidiary company are required to employ. As long as we are a commercial company, we must make a profit. We are unable to employ more disabled people without securing jobs for them. It is not so easy for us to create profit-making jobs for the disabled employees. We encountered the GOCCOPRO 100 when we were seeking to generate such jobs in a dilemma.

When I saw the GOCCOPRO 100 for the first time at an exhibition, I immediately thought that this digital screen maker must increase employment opportunities for physically disabled people, and help us make profits as well. The recent trend of our business shows that there is a decline in the profit from paper printing jobs, such as printing business cards and envelopes. I thought that we could produce small quantity of value-added printed goods using the GOCCOPRO 100 and get higher profit margins. Besides, screen printing involves a



few processes such as making art designs, making a screen, stretching the screen, squeegeeing, and heat pressing. Therefore, for each process, we can create employment for disabled people, depending on their degree of disability and level of skill. Some of the disabled employees here are good at drawing pictures and designs. We can make use of the strong abilities of disabled people, and we can make a social contribution by employing them.





When we try to introduce a product like the GOCCOPRO 100, we often face a workshop space problem, but the GOCCOPRO 100 is very compact and the space it requires is very small. We can use it by placing it on a tabletop, and due to this reason, we can easily start a new business in a small space.

We have been producing original T-shirts, eco-friendly bags and towels, and selling them at ALSOK Group's sport festivals since we introduced the GOCCOPRO 100. The sale of our goods has been very good. For instance, we made 60 original towels for “the Art of Self-defence Tournament” held by the federation of Japanese security companies and we sold them out. We receive orders from other special subsidiary companies, welfare institutions, and special care houses, which send their staff members to our company for study tours. Now the number of our sales channels is increasing.



At present, three disabled employees are working on screen printing job using the GOCCOPRO 100. Screen printing with the GOCCOPRO 100 is quite safe because no chemicals are used and anyone can easily run the machine and generate a screen with one touch of a button. After a screen is automatically generated, some manual processes are involved in screen printing. These processes make the disabled employees feel that they are creating original goods with their hands, and this gives them a motivation to work harder. The three employees are always checking the work of each other to

avoid mistakes, and they are paying more attention to the job of screen printing. While selling their goods to the customers at events, they feel very excited and happy to see that their goods are selling so well.

Now we would like to try screen printing on substances, such as plastic or metal, other than textiles, because the ALSOK Group will celebrate their 50th anniversary soon and there will be a big demand for novelty goods. Since a couple of world-famous athletes who represent Japan belong to the group, we expect to produce and sell novelty products related to these athletes.

The ALSOK Group is very much interested in and respects CSR (Corporate Social Responsibility). We expect that there will be a huge demand for goods made using the GOCCOPRO 100 in local sports events and local communities. As a part of the internal CSR activities, we are planning to organize a workshop on the GOCCOPRO 100 screen printing for ALSOK’s employees and their families, once a week, so that we can make full use of the GOCCOPRO 100. I think the GOCCOPRO 100, which increases employment opportunities and adds value to the products, is an ideal machine for all companies inside the group and outside the group, which are highly conscious of CSR. I recommend that other special subsidiary companies should also use the GOCCOPRO 100.

Decision making factors:

1. **Screen printing involves a few processes. For each process, we can create employment for disabled people, depending on their degree of disability and level of skill.**
2. **We can produce value-added goods in small quantity and can sell them with bigger profit margins.**
3. **As a part of CSR activities, we can use the GOCCOPRO 100 for creating goods for various sports events and internal company events.**



*****Corporate Profile*****

ALSOK Business Support

URL:http://www.alsok.co.jp/company/society/business_support.html

ALSOK Business Support Corp (ALSOK BSC) was established as a special subsidiary company of ALSOK, one of the biggest comprehensive security companies in Japan, in April 2010. ALSOK BSC has 31 disabled employees. ALSOK BSC's main clients are the companies in the ALSOK Group, and it is serving them. The 31 disabled employees print business cards and envelopes, work on the mailing service, control the contract files, control the ALSOK Group's equipment, and run the ALSOK Group's library. The slogan of ALSOK BSC is "Always keep a spirit of gratitude and a Samurai spirit". ALSOK BSC's objective is to employ disabled people who have a strong intention to work, irrespective of the type and degree of disability, and help them to live a normal and meaningful life.

