

OKI Case Study

Industry: Funeral Services | Products: OKI A3 Colour Printer | Location: Germany

A PERSONAL FAREWELL WITH STYLISH MEMORIAL BANNER PRINTING AT BESTATTUNGSHAUS JÜRGENSEN FUNERAL HOME

The Challenge

The last goodbye at a memorial service should commemorate the personality of the deceased. A memorial banner, printed with a portrait photo, plus details of key life events, a motto and a photo motif, is an elegant and contemporary solution to express individuality.

The Solution

OKI and Rössler Papier have put together a complete solution consisting of a printer, banner column, special banner paper and a personalised CD cover.

The OKI A3 colour printer professionally, quickly and reliably produces brilliant colour prints in special formats and on heavy paper weighing up to 256 g/m². The specific formats of memorial printed items can be saved and easily retrieved at a later date, which considerably increases the convenience of printing. The memorial column is a mobile, stable and height-adjustable banner stand in silver, which allows you to quickly and easily swap the memorial banner.

Bestattungshaus
Jürgensen

About Bestattungshaus Jürgensen

Bestattungshaus Jürgensen in Schleswig is a traditional company that is managed by the fourth generation of owners led by Managing Director Michael Jürgensen.



Michael Jürgensen, Managing Director, Bestattungshaus Jürgensen

PERCENTAGE OF PRINTED MEMORIAL MATERIALS AND BANNERS

PRODUCED IN-HOUSE

100%



Placed next to the coffin or urn, the innovative banners present a custom alternative to the large-format image. They can also be used for signage or advertising. A CD with a large selection of templates is also included in the package, which, thanks to the supplied software – OKI Template Manager – or with the help of Microsoft® PowerPoint®, makes creating the banner easy even without prior graphic design knowledge. The individual design wishes of the relatives can also be fulfilled.

At the funeral director's trade fair in Hamburg, Jürgensen discovered the solution and was quickly convinced. "Since then, we have used the printer in the office every day." The compact A3 colour LED printer has printed more than 14,000 pages since its purchase, of which more than 50 percent were printed memorial materials and memorial banners using the multipurpose feeder. For this, Jürgensen relies exclusively on the premium papers made by Rössler. This has paid off as the service number hasn't been called once so far!

The Benefits

Jürgensen can print the memorial material in-house and in line with current requirements, instead of having to send the print orders to an external service provider as it used to, which was associated with waiting times and costs. "I am extremely happy with this investment in every respect", continued the Managing Director, "both in the funeral service and in the office, and the memorial columns have been gratefully received by the relatives. I can positively recommend the print quality and the reliability of the OKI printer."

The Future

Although the memorial banners from Jürgensen were initially only used very occasionally, since 2015, they have become a fixed part of every memorial service, as relatives appreciate the tasteful and custom-designed column. This is a further distinguishing feature for Jürgensen, which emphasises the outstanding service orientation of this traditional company.

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Michael Jürgensen, Managing Director, Bestattungshaus Jürgensen

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