

OKI Case Study

Industry: Marketing, Publishing and PR

Solution: OKI C9600

Location: UK



Courts Design finds formula for creative success with new OKI Printer

courtsdesign

The Challenge

In delivering its specialist marketing and creative services, Courts Design faced the twin challenges of growing competition and increasing time constraints. To combat these pressures, the company was continually seeking ways to raise the quality of printed output while ensuring it could consistently meet tight deadlines.

"In a busy design agency, you need to produce visuals and artwork as quickly as possible," explained Mike Abbott, Head Creative of Graphics, Courts Design. "Unfortunately, our previous printer was unable to deliver both the quality of output and delivery speeds we were looking for."

About the Customer

Courts Design is a small multi-disciplinary creative agency based in Hartley Wintney, Hampshire. With over 30 years of history, its core business involves the design, construction and installation of exhibition stands and display interiors. Increasingly, it is also seeing growing demand from clients in the IT and pharmaceutical sectors for graphic design work. Offering a "one stop shop," Courts Design's in-house capabilities include branding, graphic design, 3D modelling and consultancy, among others.

C9600
OFFERS FAST
AND FLEXIBLE

media
handling

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Mike Abbott, Head Creative of Graphics, Courts Design



Courts Design print samples

Printing in full colour is key to Courts Design, especially when it comes to generating high-impact visuals. Research shows that readers pay attention up to 82% longer when colour is used and that presentations are 70% clearer when colour highlights the pertinent details.

The Solution

To meet its high-impact colour printing needs, Courts Design decided to upgrade to the OKI C9600, a flexible colour printer from OKI that can be configured to handle either A3 or A4-sized paper. Delivering 36 pages per minute (ppm) in colour and 40ppm in mono A4, the C9600 is one of the fastest printers in its class.

Courts Design now uses the printer extensively for all its graphic design work, including brochures, direct mail documentation and marketing flyers, as well as client reports and presentations.

The Benefits

One of the most compelling benefits of the OKI C9600 is its flexibility, including its full compatibility with Mac operating systems. This is crucial to Courts Design, which makes extensive use of these devices in its daily work.

“We also benefit from the C9600’s flexible paper handling,” said Abbott. “We use it to print everything from presentations to document details on high-quality CD labels. Unlike our previous device, it switches easily between different paper sizes, types and textures. This allows us to cut the time taken to develop new materials.”

In addition, investing in the C9600 made sound economic sense. Previously, Courts Design would have often outsourced jobs with tight deadlines, such as client presentations, to digital print houses – a process that would inevitably result in overprinting and wastage of resources.

“The OKI printer saves us money by enabling us to deliver high-quality documents cost-effectively and on-demand,” adds Abbott.

The Future

Investing in the OKI C9600 has had a positive impact on Courts Design’s business. It has helped the company to deliver a faster, more efficient service for clients. It has also enabled it to keep short-run print jobs in-house and, in this way, boost profit margins.

It’s most far-reaching benefit at Courts Design, however, has been in building competitive advantage. The C9600 has not only produced beautiful, colour documents for Courts Design but it has done so quickly, reliably and affordably, giving the business a crucial edge on its competitors.

OKI are pioneers in innovative printing technologies from digital LED to High Definition Colour. We have a portfolio of award winning products and solutions enabling businesses of all sizes and budgets to optimise print and document workflows and to achieve image focused, vibrant, quality printed communications.

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