



INDUSTRY
Wedding stationery

APPLICATIONS
Greeting cards & stationery

LOCATION
Worcester, UK

ABOUT **ELLE BEE DESIGN**

Established in 2013, Elle Bee Design is an independent wedding stationery boutique, specialising in high-quality, customisable collections using quality materials.

**TURNAROUND
TIME REDUCED
FROM 10 MONTHS
TO 2 DAYS**



Wedding stationery with a personal touch

THE CHALLENGE

When Laura Beaumont started Elle Bee Design, it was a part-time hobby. The focus was on handcrafted greetings cards but over time, Beaumont decided to expand the business into the wedding stationery market. Demand took off and orders started to fly in.

The success of Beaumont's designs brought challenges. At one point, Elle Bee Design was booked up ten months in advance. Beaumont decided it was time to focus full-time on her business.

"Another benefit is turnaround time. It is not nine to ten months like it was when we started. With the OKI devices on site, we have been able to order, proof, sign off and print 'save the date' cards in just two days, so turnaround time is greatly reduced."

Laura Beaumont, Founder & Owner, Elle Bee Design

OKI Success Story ELLE BEE DESIGN



Sample Elle Bee Designs Printed on OKI's printers.

As Beaumont explains: “We needed to start looking at something that can be created and approved digitally and quickly printed.” After a short spell outsourcing printing, the team brought in the versatile C911 A3 colour printer from OKI, now affectionately known as Bertha. “OKI’s A3 colour printer has really blown the doors off for us and opened up a whole new world of opportunity that we never knew existed,” said Beaumont.

THE SOLUTION

‘Bertha’ offered a way of bringing professional printing in house without having to spend a fortune, as the cost per item is much lower than outsourced printing. According to Beaumont: “Bertha (OKI’s C911) was originally used for everything from greeting cards to wedding stationery and office-based admin.” With the business thriving and orders continuing to flood in, the business brought in a companion for Bertha in the shape of Betty, OKI’s flexible Pro9542 5 colour printer, designed for high-impact graphic arts usage.

The Pro9542 offered great potential to grow the business thanks to its ability to print in CMYK+White, delivering a range of colour options in high quality. The ability to print high-density white-under single pass printing, delivers vibrant results on a range of media sizes, colours and textures.

The timing of Betty’s arrival turned out to be perfect too. “We brought Betty (OKI’s Pro9542) in at the start of the first



Example Elle Bee Design greeting cards printed in white on dark card using OKI’s Pro9542.

lockdown,” says Beaumont. “With wedding plans on hold, we have been able to switch from ‘save the date’ to ‘change the date’ card reminders and launch a new digital greeting cards business which has seen robust demand.”

THE BENEFITS

Throughout the pandemic, Elle Bee Design has benefitted from the versatility of OKI's printers. As Beaumont says: “Unlike outsourcing, where product personalisation quickly becomes expensive, Betty (OKI's C911) and Bertha (OKI's Pro9542) are here on-site. It is easy to personalise cards and send them directly to the recipients our customers want the cards to go to, without having to leave our studio.”

Added to that, as Beaumont points out: “the fact that OKI's printers can print so much in so many sizes, on so many different card stocks and different finishes supports client choice. Clients don't like to be pushed into a corner, so it is lovely to be able to reassure them that we have a solution to meet their desired outcome.”

The ability to print vibrant white toner in-house with OKI's Pro9542 has also removed design barriers. Beaumont said: “Printing in white has been very popular since we have been offering this option and it has been something we have been able to use on different card stocks as well”.



The printers are also compact taking up about one square metre of floor space. “Yet,” says Beaumont, “they can both take smaller than A7 sized paper or card and still print banners up to 1.3 metres long. They are smart too. If the paper being used is too large or too small, the machine will recognise this and simply won't print. That has saved significant time and money in rerunning misprints.”

“Another benefit,” says Beaumont, “is turnaround time. It is not nine to ten months like it was when we started. With the OKI devices on site, we have been able to order, proof, sign off and print ‘save the date’ cards in just two days, so turnaround time is greatly reduced.”

Perhaps the most important benefit Elle Bee Design has experienced from using the OKI printers is their affordability especially in comparison with outsourcing printing – and that can be passed onto clients. As Beaumont points out: “The value we get from the OKI printers means we can be great value for money and charge clients a fraction of the price we would have to charge if we were outsourcing.”



Bertha (OKI C911)

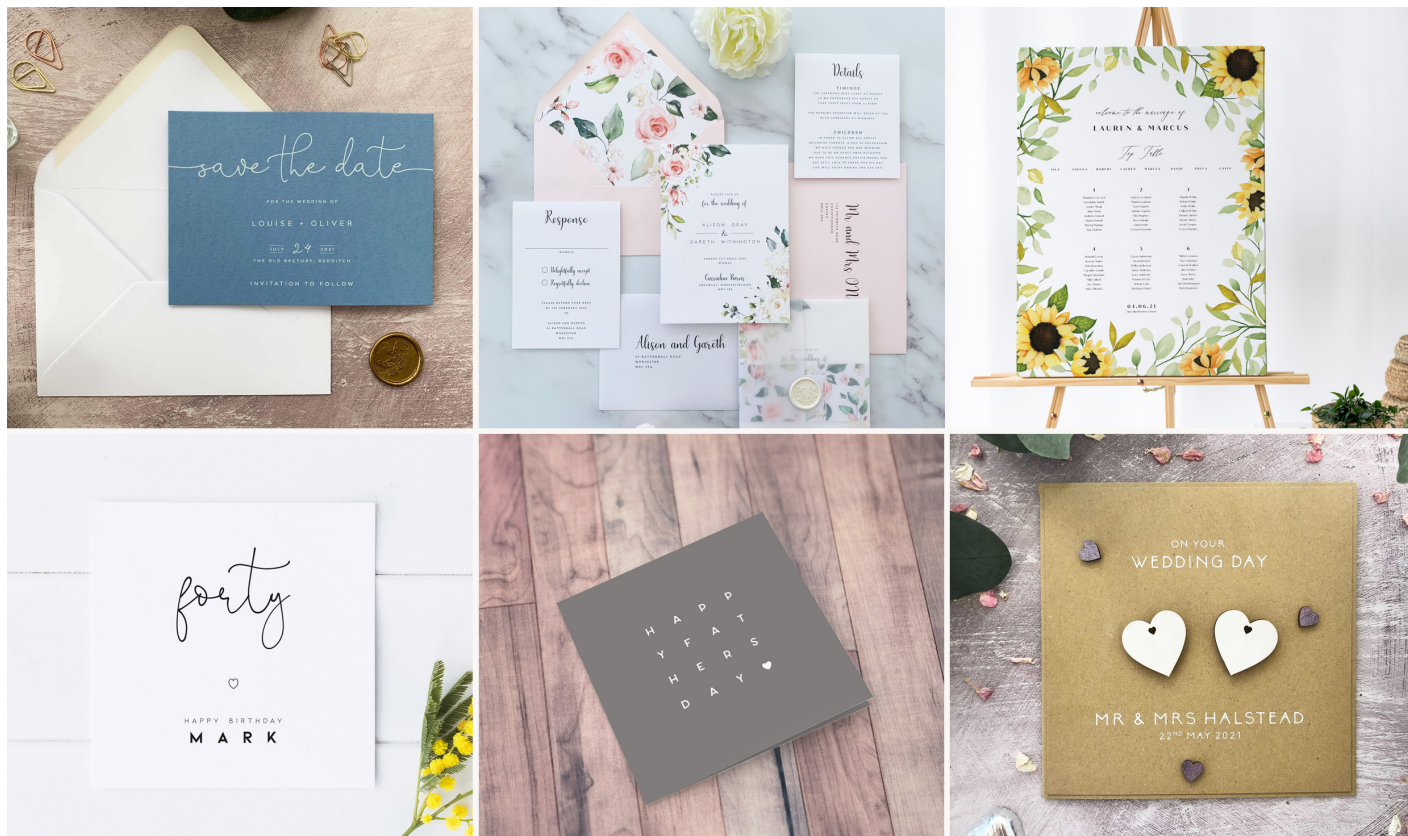


Betty (OKI Pro9542)



“Unlike outsourcing, where product personalisation quickly becomes expensive, Betty (Pro9542) and Bertha (C911) are here in our studio with us. It is easy to personalise cards and send them directly to our customers' guest list without having to leave our studio.”

Laura Beaumont, Founder & Owner, Elle Bee Design



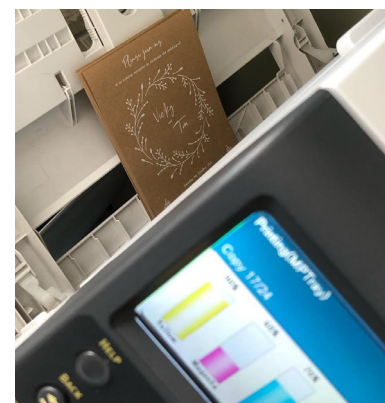
Example of Elle Bee's portfolio of bespoke wedding stationery and greetings cards.

THE FUTURE

The quality of print that Elle Bee Design is able to achieve in-house with OKI's printers has been invaluable to the business and its clients.

The flexibility to print in white allows Beaumont to continually push the boundaries of traditional design and offer customers more choice for their special occasions.

Thanks to OKI, the creative flow for Elle Bee Design never really stops.



33%
REDUCTION IN COSTS

"Printing in-house is more cost effective for us by about a third. During COVID reduced numbers of weddings meant there were lower order volumes which is extremely cost prohibitive if relying on litho printing. However, having the OKI printers in house meant we were able to fulfil these orders."

Laura Beaumont, Founder & Owner, Elle Bee Design



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