

**INDUSTRY**  
Distillery**APPLICATION**  
Whisky & Gin Bottle Labels**LOCATION**  
Isle of Raasay, Scotland

## ABOUT

**ISLE OF RAASAY  
HEBRIDEAN  
DISTILLERS**

Co-founders Bill Dobbie and Alasdair Day first met in 2013 and formed R&B Distillers with the common goal of building Scotland's leading artisanal distiller. Focusing on local production, provenance, quality and doing things differently. By 2015, they had identified the Isle of Raasay as providing the ingredients for the perfect dram. In 2016 Planning permission was granted to begin work revitalising the Isle of Raasay's nineteenth century Borodale House into a state-of-the-art distillery, visitor centre, and luxury accommodation. Starting with a blank sheet of paper, they set about designing a distillery to create exceptional whisky that develops elegance, complexity, and depth early on in the maturation process and a handcrafted Hebridean gin that encapsulates Raasay's style, character and impressive geological variety.



## Premium quality whisky & gin with premium quality labels

### THE CHALLENGE

Inspiration for the Isle of Raasay Single Malt came from some older styles of Hebridean single malts. Styles that had been lost through the ages and are not as prevalent anymore. This became the inspiration for the Isle of Raasay Distillery signature flavour profile: a lightly peated whisky, balanced with rich dark fruit flavours.

The remarkable geology, island shores, the modern Scottish island distillery and unique water source on the Isle of Raasay inspired both the creation and presentation of the island's first Scottish gin which was the first legal spirit from Raasay, an island rooted in centuries of illicit distilling...

"For anyone thinking of an OKI investment it is very much worthwhile, the benefits far out way any initial cost. It really has changed not only what we are able to do but the scope of what we are able to achieve in the future".

Jack Green, Operations Manager, Isle of Raasay Hebridean Distillers

## ISLE OF RAASAY HEBRIDEAN DISTILLERS



Jack Green, Isle of Raasay Hebridean Distillers

According to Jack Green, the operations manager who oversees everything from casks being emptied to orders being fulfilled in the UK and Internationally, they were looking for a high-quality white print on a prune background to make a truly 'stand out' look for their new DunCana whisky release. It was not a colour combination they had done before. The challenge was to successfully print white ink on a prune background. However, after doing some research and a series of label testing, they found that the OKI PRO1050 Label Printer presented the best solution and the best quality.

Green also admits that it wasn't until they finally acquired the OKI PRO1050 that they saw several opportunities to improve their ergonomics in printing and what the device could do for them. As a by-product of the initial challenge, they then discovered all the unique functionalities of the device including the quality and speed, which made them realise how much more they could do for their brand.

Green also went on to say that being on a remote island, next day solutions are not an option, so having a device that provides great print quality and having the means to print far more of their own media than they have done previously, solved problems they didn't know it could solve. No one on the island or Raasay Distillery

had a real printing background, and so didn't know what could be improved until they started learning about the device themselves. However, together with the distilleries Label Technician, Silas Palm and the support from the OKI customer service centre, it made them realise that 3rd party late deliveries were no longer a problem, as they were now consoled with an onsite solution, which gave them what they needed, when they needed it, as well as providing solutions way beyond what they thought it could provide.

## THE SOLUTION

The Distillery found OKI through research and recommendation. They later set out doing a series of tests on the OKI PRO1050 Label Printer and were really impressed with the results.

Not only was the print of very high quality and the device quick, which gave them a lot more time to be flexible with their designs, but it provided a striking print that they had not previously been able to achieve.

They were also in a unique situation where no one on site at the distillery had extensive experience with the device, and a lot of the knowledge came from their office



---

in Edinburgh which is 370 km away. So, when the OKI PRO1050 arrived on the island, they were left to explore all the opportunities and found a lot of solutions in terms of efficiencies and print speed. Green also believes that they are now c.500% faster than their old printing solution, especially when they take into account the four weekly turnaround time for 3rd parties printing their labels. The lead times were too long when it came to being a responsive growing company.

Having a printer onsite that provides the quality and speed they need is a 'game changer.' With their previous provider they were achieving 60 labels in 11 minutes, with the OKI solution they achieve 60 labels in 1.5 minutes, which meant more time saved in printing, allowing them to be more flexible on the design and provide better quality labels, including the ability to print labels, and logos in any colour, which is something they couldn't do before. Again, providing a better solution for their customers, and allowing them to expand their offerings.

They were also able to cut their lead time down to two hours of printing vs waiting four weeks for offsite printing. In terms of savings, there is far less waste, they use ink and less waste boxes, something that was previously very costly and In terms of customer service, they are now far more flexible in what they can offer, especially with colour. "The possibilities are endless having a device inhouse!"

## THE FUTURE

The Isle of Rassay Distillery is rapidly expanding at about 30%+ growth each year, and their label demands are getting bigger, so having a future proof solution is critical. The OKI PRO 1050 Label Printer gives them a certain confidence and enough flexibility to provide a better solution for their customers now and in the future.



Example of labels printed on OKI PRO 1050 Label Printer

This flexibility also allows them to do so much more, for example, they have chosen a special cask for international woman's day. Green says having the OKI printer allows them to be more flamboyant with their designs and are much more unique in what they can offer the market. Printing in house on demand is a great solution to have. "The OKI service team has been instrumental in teaching us how to get the best out of the machine as well as providing the best solution to complement our bespoke labels. We are satisfied that any problem that crops up in



"OKI is a turnkey solution on all fronts, not only is the machine easy to get and set up, but the parts are also easy to get hold off, the machine is easy to use".

Jack Green, Operations Manager, Isle of Raasay Hebridean Distillers



Silas operating the OKI PRO 1050 Label Printer

the future will be easily solved. It's been great working with OKI!

OKI is a turnkey solution on all fronts, not only is the machine easy to get and set up, but the parts are also easy to get hold of, the machine is easy to use, changing the ink cartridges and loading is intuitive. In terms of the business, you can't beat it for the speed and accuracy of the printing, we've had great success so far and we look forward to seeing what it can do for us in the future.

For anyone thinking of an OKI investment it is very much worthwhile, the benefits far out way any initial cost. It really has changed not only what we are able to do but the scope of what we are able to achieve in the future".



**"OKI PRO1050 Label Printer presented the best solution and best quality."**

Jack Green, Operations Manager, Isle of Raasay Hebridean Distillers



facebook.com/OKIEurope



twitter.com/OKI\_Europe\_Ltd

[www.oki.com/eu](http://www.oki.com/eu)



linkedin.com/company/oki-europe-ltd



youtube.com/okieurope1



instagram.com/okieurope