



INDUSTRY
Textile Printing

APPLICATIONS
Customised clothing and merchandise

LOCATION
Gladbeck, North Rhine-Westphalia, Germany

ABOUT **LA PRINT**

Based in Gladbeck, North Rhine-Westphalia, La Print is a third-generation family business run by Yasemin Aydogan. Her grandfather opened a tailor's shop in 1982, and her father later added textile printing and embroidery to its services. Aydogan completed her training as a retailer focusing on textile printing at her parents' company. She took over the business at the start of 2020 and has since managed it with the support of her husband.



La Print embraces the power of personalisation on-demand with OKI's White Toner Transfer Media Printer

THE CHALLENGE

Yasemin Aydogan had just set up a new showroom and invested in technical equipment when the first lockdown due to COVID-19 was imposed. Fortunately, the brand had already established a social media presence on Facebook and Instagram and created a business account on Amazon, so sales did not come to a complete standstill.

However, with her existing printer equipment, Aydogan could not offer customers customised products to fulfil their individual needs. This resulted in disappointed customers taking their business to competitors.



"La Print can now offer a printed T-shirt at a price that is 60% lower than when the company used screen printing."

Yasemin Aydogan, Owner, La Print



La Print's studio

THE SOLUTION

Today, with online sales and on-site click & collect, La Print can produce any creative textile print or gift idea in short runs, on-demand. Even throughout the pandemic it was able to support and deliver customised orders. The key to this new business approach is OKI's Pro8432WT White Toner Transfer Media printer which was added to the business in 2020. This compact yet powerful unit can create fully customised products in premium quality, for very short runs and at a low price.

The Aydogans first came across the compact white toner printer, in the showroom of their IT partner Print Equipment in Münster at the beginning of 2020.

OKI partner Print Equipment, is a leading European wholesaler specialising in products for the printing industry. "We were so excited following the demonstration that, after obtaining detailed advice from our specialist dealer, we decided to buy it there and then" recalls Aydogan and she has not regretted making this somewhat hasty decision. "It's the right solution for bringing custom, creative ideas to life in very short runs" explains Aydogan. "For example, we can now fulfil orders for individual t-shirts or a small number of sweatshirts."

At La Print, customers can pick out their favourite item from a variety of high-quality textiles in a friendly atmosphere. Or if they prefer they can complete the process conveniently online. "We choose our textiles with



"OKI's Pro8432WT is compact and saves space in the limited working area next to the showroom."

Yasemin Aydogan, Owner, La Print



Example t-shirts produced by La Print using OKI's Pro8432WT Transfer Media Printer

great care to ensure optimal printing results. For us, it has become a real unique selling point to be able to offer creative custom-made products — and it's cost-effective too" says Aydogan. This approach has led La Print to become well known in Gladbeck for these types of requests.

THE BENEFITS

OKI's White Toner Transfer Media Printer can print designs that can be transferred onto all types of fabrics, from low-temperature synthetic blends to cotton. It also scores points with customers thanks to the ability to print in high-quality opaque white. Special fuser and toner technologies guarantee bright white and long-lasting colours. This

coverage makes it possible to produce full-colour transfer prints for use on any background type and colour, including black. Aydogan remembers, for example, a large insurance company ordering printed black polo shirts and hoodies for a group of its staff; "The project went without a hitch. The white logo was 100% opaque against the black background." As the design is transferred to the substrate in just one step, OKI's Pro8432WT eliminates tedious and time-consuming cutting or punching. "But even with this device, it goes without saying that it's essential to work very precisely and carefully to avoid waste" says Aydogan.

She received excellent training in this regard from the staff at Print Equipment, who also delivered the printer and installed it without any problems.



"We also offer printing of gift items such as cups and bottles, and I want to use OKI's White Toner Digital Transfer Media Printer for these too."

Yasemin Aydogan, Owner, La Print



THE FUTURE

With its fast turnaround times, OKI's Pro8432WT offers a genuine and cost-effective alternative to the screen-printing process, as it makes even the smallest quantities of printed products profitable for La Print. "With screen printing, we would have to charge around 100 euros for a single printed T-shirt to cover our costs. Now we can charge 25 to 35 euros, which is a massive 60% cost reduction — and customers are willing to pay that" says Aydogan.

During normal operations, the business receives two to three specific enquiries for products like these from passing customers every working day. In the near future, Aydogan would like to experiment with gold and silver printing on her textiles, since special colours and glitter effects are equally popular with customers as gifts or for special occasions. These would need to be added as a supplementary process using transfer films.

At the same time, she plans to use the Pro8432WT to print on other substrates that she has not yet used: "We also offer printing of gift items such as cups and bottles, and I want to use OKI's White Toner Digital Transfer Media Printer for these too." The Pro8432WT prints on transfer media that can be used on just about any material including glass, metal, acrylic and even wood.



"OKI's Pro8432WT is the perfect solution for bringing custom, creative print ideas to life in very short runs."

Yasemin Aydogan, Owner, La Print



facebook.com/OKIEurope



twitter.com/OKI_Europe_Ltd

www.oki.com/eu



linkedin.com/company/oki-europe-ltd



youtube.com/okieurope1



instagram.com/okieurope