

OKI Case Study

Industry: Graphic Arts

Solution: OKI C9655

Location: Hungary



OKI's versatility opens up creative possibilities for Lampyon

The Challenge

Graphic and web design each represent a substantial part of Lampyon's business. As a result, the agency makes frequent use of printers in order to review and proof their projects. Due to recent changes in the organisation's structure, as well as an office relocation, Lampyon no longer had access to its previously used proofing printer, causing a major disruption to the day-to-day workflow of its design staff who heavily rely on the ability to view high-quality and vibrant prints of their projects.

Lampyon began searching for a replacement solution, though with its substantial list of requirements, finding the right device was not a simple task.

lampyon

About the Customer

Lampyon is a creative agency specialising in graphic design, web design and web development. Based in Budapest, the agency's portfolio spans the globe and includes a wide range of mediums, including websites, social media, mobile apps, banners, 3D animation, illustrations and presentations. The agency's clients are equally diverse, ranging from large international brands to local companies taking their first steps online. Whatever it entails, each Lampyon project is delivered tailor-made with the brand and its customers in mind.

C9655
IS COMPATIBLE WITH
A WIDE RANGE
OF MEDIA

A6-A3
1200mm
and more

“The greatest benefit to us was the simplicity of feeding media straight through the paper path. We could choose from multiple trays, meaning there was no need to change paper even when printing on SRA3 media.”

Bálint Buda, Specialist, Lampyon



Lampyon print samples

With many of its clients commissioning packaging and other printed materials, such as banners, the new device had to be compatible with a wide range of media and format sizes, and would also have to be able to keep up with high demand at Lampyon's busy studio.

Lampyon began searching for an A3 printer that could meet their many requirements, eventually selecting the OKI C9655hdt.

The Solution

Lampyon was attracted to the OKI C9655hdt for a number of reasons, particularly its outstanding media handling, which would allow for the agency to continue working with the wide range of sizes, weights and styles of paper it had come to rely on at its former location.

“During the web design phase, we develop complex structural plans that need to be checked on large format printouts instead of on a computer screen,” says Bálint Buda, a specialist at Lampyon. “The OKI device was a great solution as we were able to review the details of these drafts in A3 colour.”

The Benefits

The OKI C9655hdt has provided Lampyon with a wide range of options regarding paper sizes, weights and types, from A6 to A3 and 1200mm to long banner media, greatly expanding the agency's creative printing possibilities. Lampyon's design staff tested the printer with shiny, metallic and other coated paper types as well as ribbed cardboard, all of which delivered high-quality results.

The device's straight paper path enables seamless printing on special coated as well as heavyweight paper, without staff having to worry about paper jams, even with thicker and heavier media types.

The three additional paper trays on the OKI C9655hdt also means that these different media types are always ready for printing, allowing the Lampyon designers to continue working without having to stop to load a new set of paper for each project.

“With the OKI printer, we are able to prepare folded promotional material in a form suitable for demonstration,” says Buda. “This is printed on 300g/m² paper in A3 size, so we were able to cut out and assemble. The greatest benefit to us was the simplicity of feeding media straight through the paper path. We could choose from multiple trays, meaning there was no need to change paper even when printing on SRA3 media. It's hard to believe, but even with the thickest media there were no paper jams.”

The Future

Lampyon has continued to use the C9655hdt over the years. OKI's advanced digital LED technology ensures that the colours on the printed media match the vibrancy of what is displayed on the computer monitors. OKI's proprietary Graphics Pro colour management software also allows Lampyon staff to download specific colour profiles to the device's built-in hard disk drive to ensure specific and highly accurate colour matching on all projects in development.

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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