

## OKI Case Study

Industry: Education | Solution: OKI Pro Series Graphics Arts Printers | Location: Leeds, UK

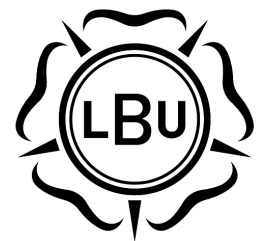
# LEEDS BECKETT UNIVERSITY'S SCHOOL OF ARCHITECTURE & DESIGN PUSHES CREATIVE BOUNDARIES WITH OKI PRINTERS

### The Challenge

Students from the university's School of Architecture and Design range from those studying architecture or interior design to graphic artists and fine arts undergraduates. Consequently, senior learning officer, Tom Rodgers, points out: "We are not a reprographic unit, we are a creative, experimental workshop".

During peak times, every printer will be in use all day, every day, serving hundreds of students and printing thousands of pages. This puts huge demands on the printers used within the workshop. Tom needed to choose a printer, and knew that the selected devices must be robust, reliable and durable.

Just as importantly, because of the nature of the work, the print and colour quality must be second to none. Nuances of colour and sharpness of graphics and text are vitally important to artists, so only the most accurate, high quality reproduction is acceptable. In addition, the department's academic staff also need to print publications and hand-outs, so again clear, vibrant output is essential for professional quality results.



### About Leeds Beckett University

Leeds Beckett is a public university in the UK, with campuses in the city centre and Headingley. A large, busy and modern institution, Leeds Beckett has almost 3,000 staff and more than 28,000 students from approximately 100 countries around the world. Its digital print and photography workshop is part of the School of Architecture and Design and provides open access to printers for staff and students alike.



But that's not all. The team at Leeds Beckett were looking for more than just great print quality and reliability. They were looking for opportunities - for that something extra special which would enable their students to be completely free to unleash their creativity, knowing that the chosen printers could produce everything that their talent could imagine and create.

These printers need to "do things they maybe weren't designed to do," as Rodgers puts it. In other words, rather than printers, they must become artists' tools, without the need for costly specialist printing equipment or having to outsource externally, saving time and money.

Versatile, flexible and capable of printing on all kinds of specialist print media. This combined with exceptional features, such as printing white on to dark or coloured card and paper stock, metallic or textured paper and card up to 360gsm. Additionally, they have the ability to print white underneath CMYK to enable accurate full colour reproduction on dark or coloured media and even transparent media such as window displays.

### **The Solution**

As OKI partners for more than 20 years, Sharples Group knew they could rely on OKI to provide the best solution for their customers' needs and were quick to recommend the innovative OKI Pro Series printer range. They have now supplied the department with eight A3 professional graphics printers. The Pro9000 Series of 4 and 5 colour printers, print in CMYK, white, gloss and white under CMYK to service all their printing needs. Some of the printers are even trolley mounted to facilitate the mobility of the device across different departments, enabling more students and staff to have easy access across the campus.



## The Benefits

The Pro9000 Series printers are powered by OKI's pioneering Digital LED technology, which utilises an array of LEDs rather than a laser beam to produce the image. This technology is not only more reliable and more accurate in reproduction than laser, LED technology combined with the single pass flat paper path, offers unrivalled media flexibility including card stock up to 360gsm and printing on textured finishes. LED technology, together with the ability to print in five colours including white and clear gloss, are what make these OKI printers so unique, challenging traditional print processes and opening up new opportunities for creativity and diversity for students and staff alike, all in-house.

"We can really manipulate the output, spending time understanding the impressive capabilities, experimenting with the printers and getting to know them thoroughly so that they become an artist's tool. We particularly like how easy it is to print long banners, experimental publications and use features such as the white spot printing" says Rodgers.

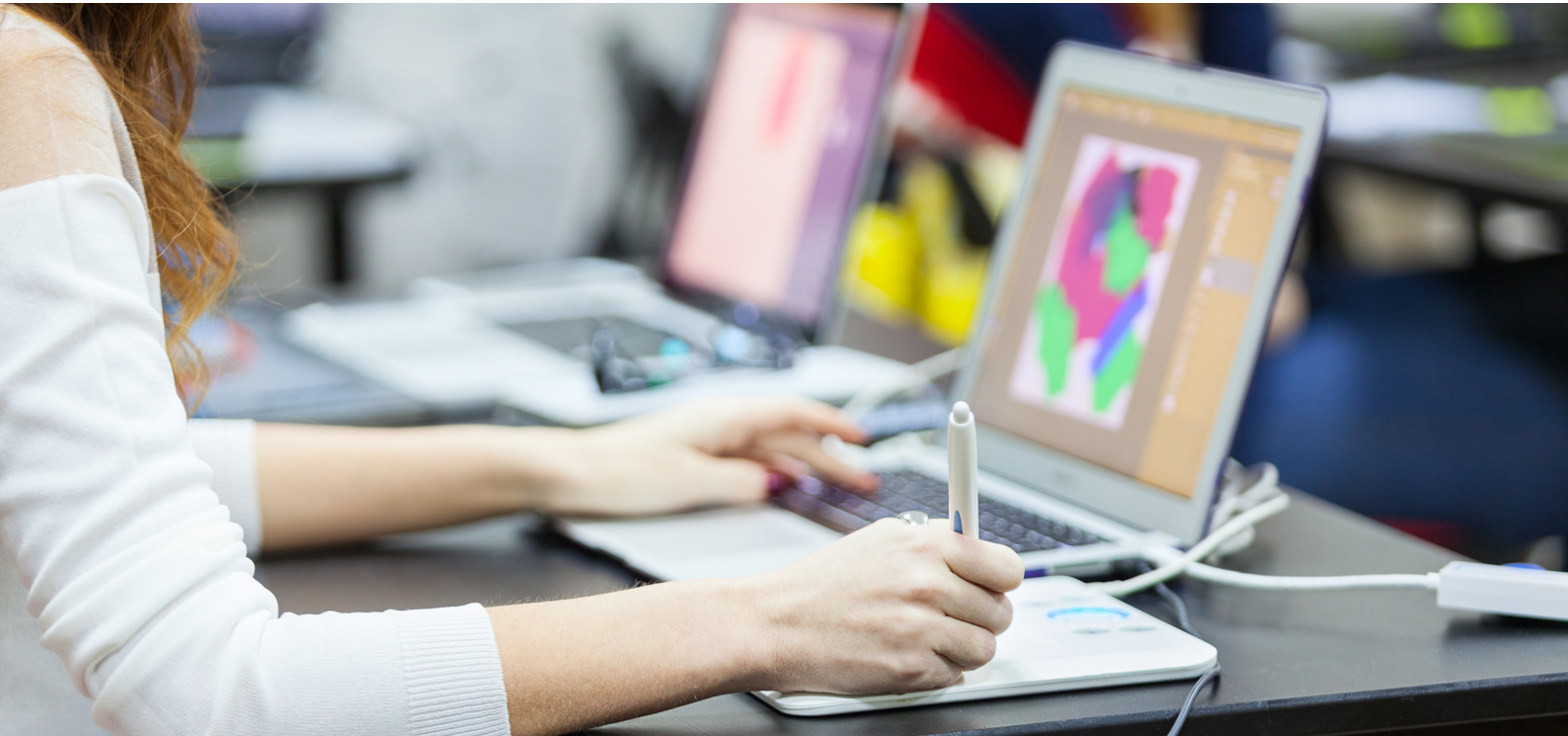
The OKI printers also hit the mark as far as quality is concerned. "Before this we had printers from an OKI competitor and as soon as we replaced them, it was clear how good the OKI printers are," he adds.

This solution also easily supports the high output volume required during peak periods. "The workshop usually hums with the sound of the printers being used constantly." The OKI Pro Series printers can handle this workload with ease, ensuring users are not kept waiting for their print jobs.



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Tom Rodgers, Senior Learning Officer, Leeds Beckett University



### The Future

With talks of the potential to create a separate reprographics space due to high demand, Rodgers plans to make OKI integral to any future expansion. He concludes: “OKI printers are so easy to use and the quality of output is outstanding, enabling us to really push the boundaries of creativity.”



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