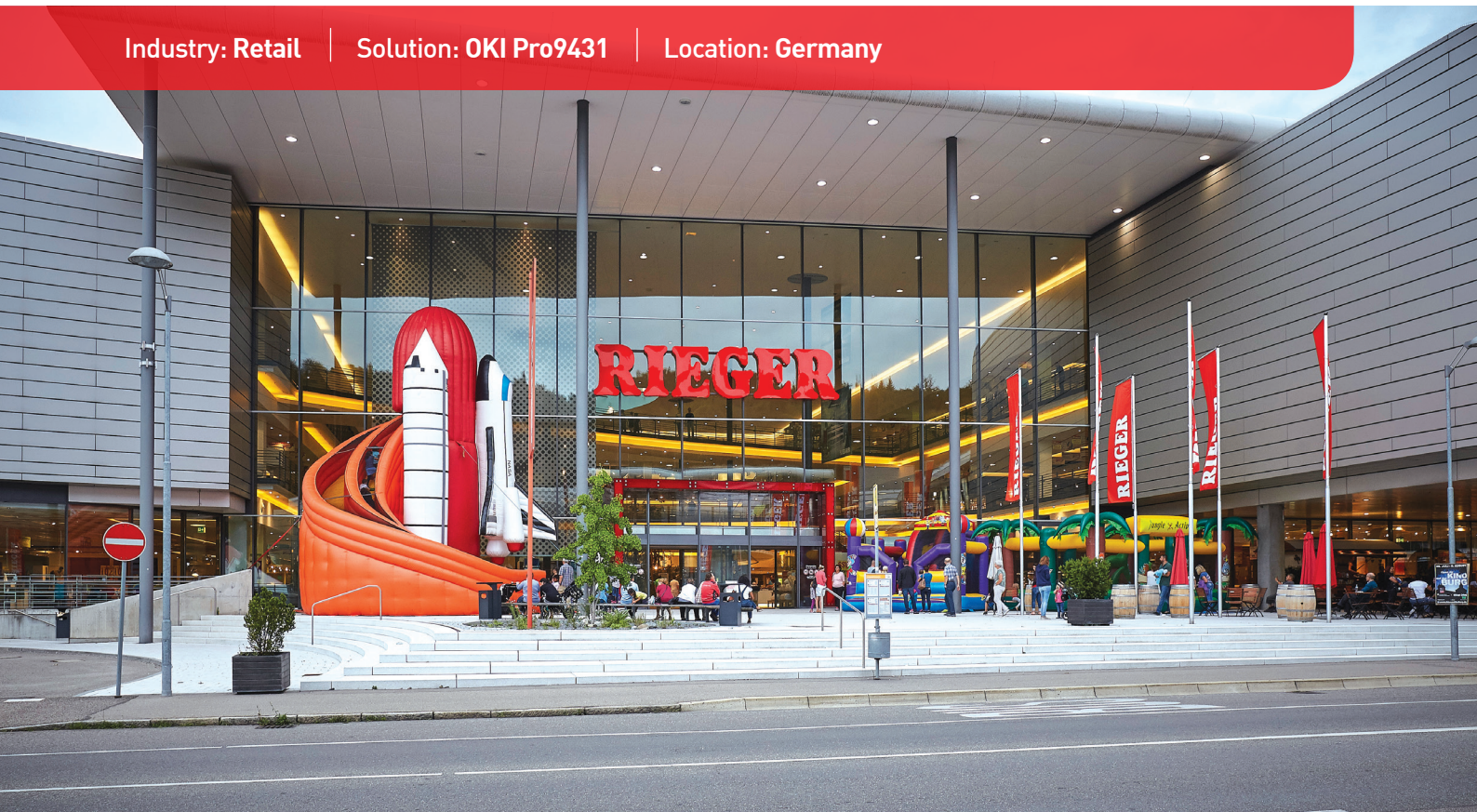


OKI Case Study

Industry: Retail | Solution: OKI Pro9431 | Location: Germany



Möbel Rieger chooses OKI to promote their home furnishings

The Challenge

To ensure that its home furnishing stores always look their best, Möbel Rieger has a 30-strong visual merchandising team, covering six branches. Most of the company's promotional material is produced in-house on six office printers. It was decided that Möbel Rieger needed to focus its attention on the printing of point-of-sale materials, where even greater efficiency and effectiveness were required.

The company uses OKI printers in combination with a PRESTIGEenterprise software solution and a customised in-house printing concept provided by The ROG Corporation GmbH. The deployment of OKI printers ensures perfection in the output of all printed materials in every size and format up to SRA3.

MÖBEL RIEGER

About the customer

When it comes to medium-sized home furnishing retailers in Germany, Möbel Rieger is one of the most successful family businesses. Under the motto "Everything you need for a beautiful home", the Möbel Rieger business group has more than 1,500 employees across eleven locations in Baden-Württemberg and Thuringia – and around 200,000 square metres of retail space. In addition to a comprehensive range of high-quality furniture and accessories, Möbel Rieger also offers a unique service package to meet its customers' needs.

RIEGER USES
OKI PRINTERS
TO PRINT
ALL SIZES

up to
SRA3



Product information labels and price tags printed in high quality A6 format on an OKI printer

The company requires price tags, promotional posters and ceiling banners, as well as flyers and display stands for its in-store events – all in alignment with Möbel-Rieger’s branding and its distinctive use of red. “Promotional material is crucial for sales and must reflect our corporate image on the shop floor”, says Managing Director Benno Rieger. “For this reason we must ensure that our printed material is as appealing as possible and produced in a cost-effective way. This is now possible thanks to digital printing and the latest software.”

The Solution

In early 2014, Hardware-Express GmbH, a local authorised partner of OKI, commissioned The ROG Corporation GmbH to create an overall concept that was sustainable for the future. The company is a consultancy specialising in print technology and integration, with its headquarters in the Bavarian city of Regensburg and offices located in Augsburg, Nuremberg and Cologne. “We started the project by assessing the current status of each store, which uncovered an extremely diverse landscape in terms of output devices. A large number of software solutions were also being used in

isolation”, explains Tobias Weber, Managing Director of The ROG Corporation.

The solution that was subsequently delivered by The ROG Corporation GmbH was designed to create, plan and distribute the entire printed promotional communications using PRESTIGEenterprise software. The software platform provided by Online Software AG offers clear and professional poster management, which centralises the design and management of promotions materials and distributes these to the different stores. During the process, Hardware-Express GmbH carried out the introduction and implementation of PRESTIGEenterprise which eliminated the diversity in software used across individual Rieger Group stores – something that had been difficult to manage from an administrative perspective. Following collaboration with Hardware-Express GmbH, the printer hardware was also updated and standardised during the 11-month project. All printing carried out in Möbel Rieger stores in formats ranging from A6 to SRA3 is now done with the OKI Pro9431dn (formerly the ES9431dn), a toner-based LED colour printer. Inkjet printers are used for large-format advertising.

“We can no longer do without the OKI Pro9431dn in the department. The three paper trays give us added flexibility, as different paper formats can be loaded into each drawer.”

Andrea Berger, Visual Merchandising Manager, Möbel Rieger

Benefits at a glance:

- High capacity and performance reliability of Pro9431dn
- Clear print quality of small font sizes
- Time-saving efficiency of printing A3 posters without trims

The Benefits

Möbel Rieger opted for the OKI Pro9431dn colour printer for printing all promotional materials in small format (up to SRA3). OKI's toner-based LED printers were a revelation for the visual merchandising department, where the team had previously only worked with inkjet printers. “With OKI, we have chosen a manufacturer with a reputation for durable and reliable products, even after a great deal of use”, explains Tobias Weber.

The OKI Pro9431dn is particularly suitable for larger work groups and has an average printing duty cycle of up to 25,000 pages per month. The first page to print takes only eight seconds and the device can print up to 28 A3 colour pages per minute, making it the ideal printer for the busy visual merchandising department at Möbel Rieger. “We can no longer do without the OKI Pro9431dn in the department,” says Andrea Berger, Visual Merchandising Manager at Möbel Rieger. “The three paper trays give us added flexibility, as different paper formats can be loaded into each drawer. The A6 and A3 format options are particularly useful for us. We can print small information signage and price tags, ready for use in A6 format.

And being able to print A3 means we no longer have to trim our finished advertising posters.”

The OKI Pro9431dn also handles media weighing up to 320gsm, even in duplex printing. Additionally, thin card weighing 360gsm can be printed from the multi-purpose tray, as well as banners up to 1.32 metres in length, thanks to the printer's straight paper feed. Price tags and product specification boards tend to have to display a lot of information, so Berger is delighted that even small font sizes can be printed clearly due to the printer's high, 1200 x 1200 dpi print resolution.

All OKI printers used by Möbel Rieger come with a three-year warranty, with Hardware-Express GmbH carrying out all on-site maintenance, product sales and other services. The OKI printers run on an automated consumables management system which means that if the toner falls below a predefined level, a replacement is automatically ordered online. Möbel Rieger has also benefited from a negotiated price for bulk purchase of toners for all locations. All in all, the OKI Pro9431dn is economical to run. While the standard black toner prints up to 51,000 A4 sheets, the colour toner prints up to 42,000.

“With OKI, we have chosen a manufacturer with a reputation for durable and reliable products, even after a great deal of use.”

Tobias Weber, Managing Director of The ROG Corporation



OKI printing samples in sizes ranging from A6 to A3

During the course of the project, Möbel Rieger was able to automate its printer fleet maintenance and lower consumption costs. The amount of print media used by the visual merchandising department was also significantly reduced. Furthermore, The ROG Corporation consolidated all merchandising material forms to just a dozen in total for Möbel Rieger. An ICC profile was written for each graphics printer and made available to the printer driver. Professional colour management ensures that all prints produced on the same paper by an OKI Pro9431dn in the Möbel Rieger network look identical. This not only helps to unify the appearance of each home furnishing store, but also makes it possible to distribute print volumes across other OKI printers in the network without complications and without any variations in quality.

The Future

“The Möbel Rieger project is a perfect example of how, with professional planning, the combination of modern hardware and software with innovative sales and service models can generate real added value for the customer”, says Weber. “Möbel Rieger no longer has to bear the incalculable costs of an outdated IT and printer system. Instead, promotional material is now produced in an efficient and standardised way with calculable monthly costs and in accordance with central guidelines.”

“We’re delighted with the implementation in the visual merchandising department”, adds Andrea Berger. “In my opinion, the goals we set to produce standardised advertising materials cost-effectively and efficiently for use across all stores has been achieved in full.”

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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