

OKI case study

Industry: Packaging

Solution: 2x ColorPainter M-series, 1x ColorPainter W-series

City: Honselersdijk,
The Netherlands



OKI ColorPainters make unique ideas possible



The challenge

Until recently there was no good solution available for short-run production of affordable cardboard packaging, displays and POS materials. Many companies who were looking for unique ways to showcase themselves at sales pitches, trade fairs or as part of projects including pilot campaigns for product launches, did not have access to an end-to-end solution that covered everything from design and development through to production. They were forced to choose between buying

About the client

Monsterbox is a unique and complete packaging design centre, designing and producing various types and sizes of cardboard packaging and displays. Since 2010, Monsterbox has offered unique services for producing smaller quantities of packaging, displays and other POS materials. This means that it can fulfil the wishes of the market, creatively and flexibly developing packaging and presentation ideas for pilot campaigns, trade shows, sales pitches, photo shoots and more.

MINIMUM PRINT RUN REDUCED TO

1
PIECE



large print runs for high production costs or settling for unsatisfactory quality at more acceptable prices. The unique services offered by Monsterbox, fuelled by the distinct capabilities and exceptional quality of the OKI ColorPainter series, led to a revolution in the packaging industry. This has helped Monsterbox position itself uniquely and achieve outstanding growth year after year.

The solution

To meet the increasing demand for printed packaging and display mock-ups in small print runs, Monsterbox had to introduce a virtually no-compromise solution. It had to find a solution offering the optimum balance of speed, quality, creative capabilities and the ability to produce on a small scale at an acceptable cost. To face this

challenge, Monsterbox contacted its current media supplier, Sihl Direct, which had been advising Monsterbox in the field of media and hardware for a number of years and was the clear choice to help find a solution that met those exacting demands. After an extended testing period, Sihl Direct recommended OKI's ColorPainter solution. This decision was based on the solution's extremely extensive media flexibility and the exceptional quality of the output in terms of coverage/pigmentation and colour fastness.

The advantages

Thanks to Sihl Direct's expertise and the high-quality OKI ColorPainter solution, Monsterbox is able to meet the high expectations of its customers. In addition to the solution's benefits in terms of media flexibility and the quality of the

"Flexibility, speed and quality. The OKI ColorPainter printers simply deliver the best results in all of these areas"

Rebekka van Laar-Schenkeveld — Manager of Monsterbox

The advantages at a glance

- Incomparable media flexibility
- Extremely high-quality output
- Ease of use and manageability
- Comfortable to use thanks to low-odour SX inks

output, the OKI solution provides many other advantages that make the ColorPainter the obvious choice. "Speed, reliability and ease of use were at the top of our wish list. In addition, it is absolutely unacceptable for our production purposes when shrinking occurs in printed materials. This is why we were also looking for a solution where this problem would not occur. The ColorPainter printers met all of these requirements, by far outperforming many of the alternatives that we considered," says Rebekka van Laar-Schenkeveld, Manager of Monsterbox. "It is also important that the environment where we use the printers remains comfortable for our employees. The low-odour ink that the ColorPainter printers use, as well as the fact that the machines are HAPs-compliant, play an important role in this," says the manager.

In addition to the advantages directly related to production, Sihl Direct also suggested the ColorPainter machines for a number of important secondary features. "The quality of the OKI solution is undeniable. The colour fastness, as well as, for example, the UV resistance and scratch resistance of the output, are essential. However, for us as a service provider, there are other aspects that also play an important role," says Martin Wuijster, Sales Manager at Sihl Direct. "How easy the printers are to manage is just as important to us. The very user-friendly ColorPainter Manager is a good example of that. It is extremely easy for users to monitor all of the functions from their PC. What's more, the ability to match colour profiles is worth mentioning. We now have highly experienced specialists in

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our team who make it possible to achieve great results in this area, but the hardware and software that OKI provides, such as the included ONYX RIP software, have also been hugely important," says Martin.

The future

Monsterbox is currently able to comfortably meet the expectations of its customers in terms of both creativity and production. However, new developments come in quick

succession and it is important to keep ahead. With OKI's solutions, Monsterbox can and will expand and improve its range even more in the coming years. Is there anything Monsterbox would like to see in future OKI solutions? "Of course, we are always looking for even more speed so that production time can be reduced even further, and a borderless printing method would be a welcome development," says Rebekka.

OKI is a pioneer in innovative printing technologies, from digital LED to High-Definition Colour. We have a portfolio of award-winning products and solutions that enable companies of any size and any budget to optimise printing and document workflows and produce visually oriented, vibrant and high-quality printed communication.

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