

OKI Case Study

Industry: Retail, Funeral Directors | Products: OKI A3+ Colour Printer | Location: Bavaria, Germany

A RELIABLE SOLUTION FOR IN-HOUSE PRINTING

Pietät funeral home looks to OKI for funeral stationery

The Challenge:

Professional funeral stationery in different media weights, colours and formats

For every type of funeral, there is the perfect funeral stationery. From sympathy cards in a wide variety of special formats, thicker card and paper weights to books and photographs, printing solutions for Funeral Directors must meet diverse and particular requirements. At Pietät, the vast portfolio includes sympathy cards, photographs, books of remembrance in A4-format on heavy paper with binding, obituary notices and envelopes and more, according to Managing Director Katja Ultsch, who is responsible for funeral stationery at the business.

Funeral banners with a photograph and the birth and death dates of the deceased have also become commonplace. Using its previous solution from a competitor of OKI, Ultsch often had problems maintaining the company's professional printing standards. "In the past, colour prints were always blurry. In addition, the printer really struggled with the high-quality, heavy paper that we use for printing cards.



About Pietät

Managed by the Freudensprung family, Pietät is the Bavarian town of Bamberg's first privately run funeral home. Founded in 1949, Pietät has helped around 45,000 people embark on their final journey with dignity. The professional team, led by siblings Katja Ultsch and Jörg Freudensprung, carries the "Bestatter vom Handwerk geprüft" (industry-certified Funeral Director) quality seal.

PRINT COSTS REDUCED BY
UP TO

40%

PER PAGE



This meant that we could never leave a normal print job of 50 to 100 cards to run on its own, simply because there was already a paper jam by the third card. It was really frustrating!" This frustration prompted Ultsch to look for an alternative printer versatile enough to handle much heavier media weights at a trade fair for Funeral Directors.

At Peka Verlag's stand, a long-standing and established OKI partner, she found what she was looking for — a package offer specifically tailored to the needs of Funeral Directors consisting of the OKI C900 Series A3 colour printer fully equipped for banner printing, corresponding software and suitable banner stands.

The Solution: **A complete solution from OKI for funeral stationery**

Katja Ultsch wanted to be sure she was making the right choice, so she visited Peka's showroom in Gauting, Munich, for a demonstration of the model she was considering. "I was immediately impressed with the print quality and ease of use," she explains. With a print speed of up to 50 pages per minute in black and white and colour, toner cartridges with a recommended duty cycle of up to 25,000 pages per month and an integrated Gigabit network interface, the OKI printer handles complex print jobs reliably every time.

A straight paper path ensures reliable paper handing. The high degree of media flexibility, from small sympathy cards to normal office printing, envelopes and covers, to photographs, books of remembrance and heavy A4 pages with binding and large banners — made it the perfect solution for Pietät. Combined with the corresponding software and the banner stands, this funeral stationery solution offered the Funeral Director exactly what she had been looking for. Following the purchase, Peka took care of the remote installation so that Katja Ultsch could continue working without losing any time.



Katja Ultsch, Managing Director at Pietät

The Advantages: Diverse shapes and colours with fast, trouble-free printing

Thanks to the high capacity of the manual feed, the company can now easily print up to 100 cards at once. "I can now leave the office to do other tasks and simply let the print job run which makes everything much easier and more efficient," says Ultsch. Special formats can be saved as templates and easily recalled, which is especially useful when someone else is taking care of the printing. It's not only the colour brilliance that makes the new printer so much better — the running print costs have also been reduced. Where previously, it would cost around 10 euro cents per coloured page, now it is only six - eight cents, which means a saving of up to 40%.

Furthermore, as operating it is straightforward and self-explanatory, the OKI printer has also won over team members who had initially preferred to outsource printing. OKI also ticks the box when it comes to servicing. The manufacturer offers a three year warranty and, if required, technical support in German. "We have been using the printer constantly for about a year now with no problems," says Ultsch. "In the future, we will always opt for OKI's complete solutions."

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Katja Ultsch, Managing Director at Pietät





**The Future:
A customised send-off as standard**

The current trend towards customised products and services is reflected in the planning of funeral services — including personalised funeral stationery. This is put into practice at Pietät, with OKI's complete solution for Funeral Directors combining printers, specific software and extras such as banner stands,

demonstrates how flexible complete solutions for specific industries are the perfect answer to this trend — both for now and in the future. OKI's Solutions implemented at the Pietät family business are now a distinguishing factor for the funeral home, helping them to deliver a high level of service and maintain their high standards.

“In the future, we will always opt for OKI's complete solutions.”

Katja Ultsch, Managing Director at Pietät



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