

OKI Case Study

Industry: Print | Products: ColorPainter Large Format Range | Location: Sweden



OKI'S COLORPAINTER LARGE FORMAT RANGE IS "AS PERFECT AS IT GETS"

The Challenge

Rollup-Kungen's customers submit their artwork through the company's website, which is responsible for 90-95% of its sales. Standard delivery takes place within three working days, however the company frequently experiences strong demand for roller banners, at short notice. Customers are able to benefit from same-day delivery at a small additional cost, which is available on orders placed before midday. According to Viktor Perrson, Printing Operator, a few roller banner orders will typically be submitted in the minutes before the midday cut-off for same day delivery. When this happens, it's all hands on deck to process and despatch each order.

Viktor recalls that the company has used different brands throughout the years, and that printing quality used to be a frequent issue. However, since the first ColorPainter was installed, quality has been consistently high.



About Rollup-Kungen

Rollup-Kungen is one of Sweden's largest e-stores for event and expo products. Initially the company produced roller blinds, hence its name, but it now produces a comprehensive range of custom printed products including banners, flags, brochures and signage. The company prides itself as 'Scandinavia's largest manufacturer of trade fair material' and places emphasis on its speed of service meaning fast production time is crucial to delivering on time.

ON AVERAGE, ROLLUP-KUNGEN PRODUCES

10,000

ROLLER BANNERS ANNUALLY WITH ITS OKI COLORPAINTER PRINTERS



Objectives of the Project

To deliver on its promise of super-fast deliveries, Rollup-Kungen requires reliable printing equipment to eliminate the risk of production downtime and interruption to the fast service that places the company at the top of its game. But quality must also be ensured rather than sacrificed for speed. The printers chosen for the company's tight production deadlines would have to deliver on those three fronts: speed, reliability and quality.

The Solution

The first ColorPainter was purchased at an industry fair in Germany, and once correctly installed, it immediately demonstrated its full potential. As a result, more OKI printers were then purchased.

On average, Rollup-Kungen produces 10,000 roller banners annually with its OKI ColorPainter printers. At full printing capacity, the company can print and deliver 22 roller banners in one day. The production department relies on three OKI ColorPainter printers. The ColorPainter H3-104s is "as perfect as it gets" for roller banner manufacturing with its printing width of 2.6 metres, according to Viktor. The standard height of the application is 2.25m, meaning roller banners can be printed horizontally, resulting in minimal material waste.



Interesting Applications

Viktor says the OKI printers are unique and argues that as a printer operator he has found it easy to become familiarised with the printers and finds them easy to work with. “You know the device and how it works in every situation. We have seen a substantial quality enhancement in prints since we started using the OKI ColorPainter exclusively for roller banner production,” says Viktor.

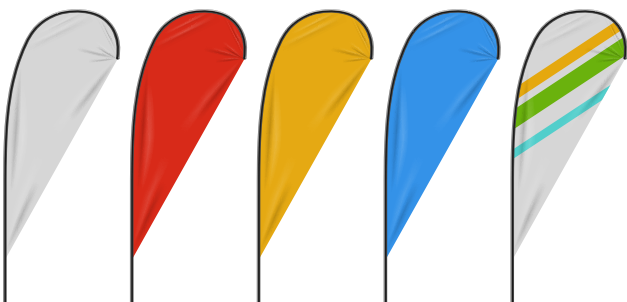
The Benefits

“The ColorPainters are incredibly sturdy, reliable and the print quality is never an issue. Customers state in customer surveys that quality is actually better than expected. The price is paramount for the customer, and we have always focused on challenging the pricing structure on the market”, says CEO Axel Hermansen. It seems that the company has found the perfect balance. Rollup-Kungen receives top scores for its fast deliveries, customer service and quality in its customer surveys. 40% of customers have used our services before and the average customer orders one to two roller banners at a time. However, their customer base also includes larger businesses placing extensive orders.

“The machines are in operation for about 10 hours every day and we have installed a web camera which allows us to keep an eye on production when no one is around. Paper jams simply don’t happen. When we reload each machine, we use the same material types so that all settings are optimised and hassle is minimised,” Viktor recounts.

“The ColorPainters are incredibly sturdy, reliable and print quality is never an issue.”

Axel Hermansen, CEO, Rollup-Kungen





The Future

Since Rollup-Kungen was launched 11 years ago, it has seen a significant decrease in roller banner pricing, but this does not stop CEO Axel Hermansen, from steadily increasing turnover. There has been an increase of 15% to 20% this year, and a similar growth is expected in the coming year.



“We have seen a substantial quality enhancement in prints since we started using the OKI ColorPainter exclusively for roller banner production”

Viktor Perrson, Printing Operator, Rollup-Kungen

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