

OKI Case Study

Industry: Paper Manufacturing | Products: Managed Print Services | Location: Düren, Germany



RÖSSLER PAPIER DELIVERS ELEGANT PAPER DESIGN AND COST-EFFECTIVE OFFICE PRINTING WITH OKI

The Challenge

The paper manufacturer has been collaborating successfully with OKI for several years and uses different printers in a range of company departments. Test prints for new product designs, that the company handles in-house, present a particular challenge for Rössler's print management department. These printed samples must be created quickly with a high level of colour accuracy and presented in the most effective way possible on various media and in different formats. Furthermore, Rössler must introduce new initiatives in to the market on an ongoing basis in order to maintain its competitive edge. The bereavement sector, for example, requires powerful and flexible printers that fulfil high quality standards. At the same time, it is important to keep costs low and increase the quality even further using an optimised print management service.

The Solution

During a focused printer management project, OKI developed a new Managed Print Services concept for Rössler after completing an accurate inventory analysis of the existing system infrastructure within the company.



About Rössler

A family company and stationery manufacturer, Rössler Papier has been dedicated to refining paper with creative ideas and great passion for more than 80 years. In Germany, the name Rössler is synonymous with an elegant writing culture encompassing a comprehensive range of envelopes, cards and fine papers as well as stylish lifestyle and trend products. Every Rössler product is unique and lovingly handcrafted using traditional and proven techniques.

OVERALL PRINTING COSTS
REDUCED BY UP TO

17%



This concept stipulated systems that offer a wide range of services, not only to cover all printing requirements but also to meet the specific needs of the various departments and to ensure continuous improvement of their print management. For example, the high levels of correspondence within the accounting department and the diverse requirements of the creative marketing department were both taken into consideration.

"We listened to pitches from various suppliers, but once again OKI offered us the best complete package that met our requirements to the letter," said Stephan Schneider, Authorised Officer at Rössler. "What's more, no other supplier even came close to OKI's bid in terms of value for money. It quickly became clear that we would continue our trusted partnership with OKI".

Rössler Papier uses OKI monochrome printers, colour printers and multifunction devices for its office applications. Thanks to the comprehensive range of functions covered by the printers, it was also able to reduce the variety of models used within the company, particularly in the area of A4, "The great thing is that we were able to optimise our fleet of printers with OKI's help in such a way that we now use fewer model variants. This enables us to profit from the standardisation of our consumables and reduced printing costs whilst still improving our print quality," said Schneider proudly.

Implementation:

An all-rounder for complex tasks — The world's most compact A3 colour printer from OKI

The new models were implemented without any hassle and the process was completed in a record-breaking 1.5 days. "It all happened very quickly, as our OKI service partner already knew the specifics of our company and took them into account," said Schneider. The models used at Rössler are ideal for applications in work groups with high quality requirements and print volumes. A particular highlight of the printer fleet is the C800 Series, the world's most compact A3 colour printer. This colour printer is not only used for office applications — thanks to its high print quality and flexible paper handling, it's also used in product development and marketing for ambitious sample prints of product designs. These include covers for files, folders and stationery boxes among others.



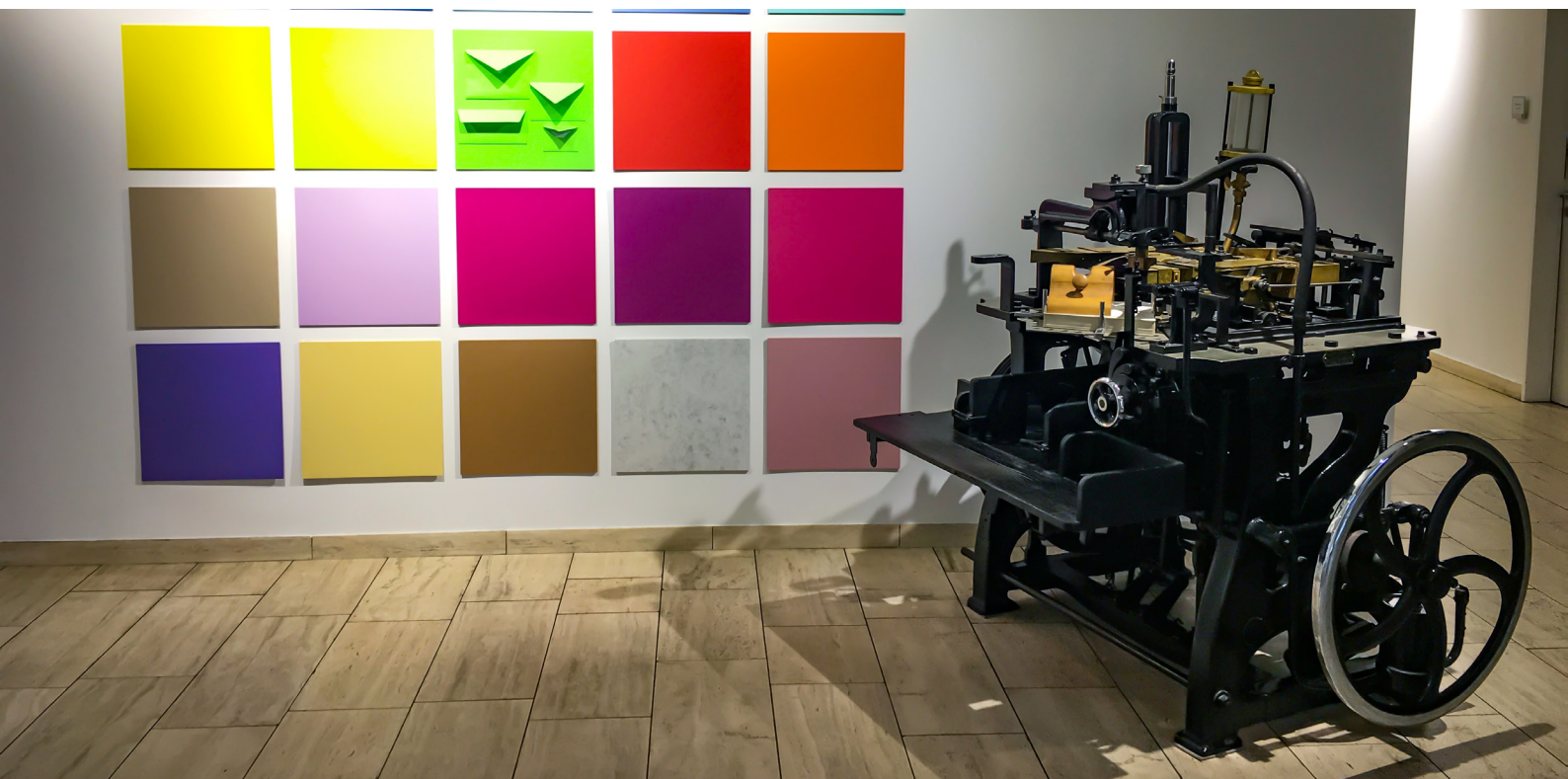
The Advantages

The new printing solution can now be used to test various designs from the marketing department in rapid in-house proofing cycles and on a variety of printers. "This saves us a great deal of time and money," confirmed Schneider. "Regardless of which sample print we're producing, the A3 colour printer enables us to print our designs on various media and in various formats in perfect colour quality". This model offers a feature that is particularly advantageous to Rössler: both the paper output and the paper path through the universal feeder are completely straight, thus ensuring extremely reliable printing, even on heavy paper.

Furthermore, the new multifunction printers provide increased performance compared to previous models as well as a considerable improvement in terms of user-friendliness. Users are particularly impressed with the multifunction printers' user display, which is large, clear and intuitive.

"Thanks to OKI, we were able to consolidate our printer fleet to optimum effect and reduce our printing costs by 17%".

Stephan Schneider, Authorised Officer at Rössler





The Future

Rössler Papier is more than happy with its new solution from OKI, not only because of the special prints that are now possible, but also because of the reduction in costs and improved quality. "OKI focuses on the customer's situation at all times," confirmed Schneider. "Whether it's A4, A3, monochrome printers, colour printers or multifunction devices, OKI never offers standard concepts, instead choosing to adapt solutions to each individual customer".

Thanks to its new printing solution, Rössler continues to benefit from LED printing technology and from the uniform design of the OKI models. The paper manufacturer is well prepared for the future thanks to the versatile connectivity options provided by OKI as well as the Smart Extendable Platform (sXP), which allows seamless integration into other document workflows to optimise document processing, administration and editing.

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