

OKI Case Study

Industry: Industrial Services | Products: OKI MFPs, MDS | Location: Nationwide, UK

OKI and DURA-ID Join Forces to Deliver Full-Colour On-Demand Label Printing to Safetykleen

OKI MFPs and single function printers have been rolled out across Safetykleen's UK estate

The Challenge

It is critically important for Safetykleen to safely manage the chemicals it keeps as well as hazardous waste generated in its operational processes. A key element of the requirement is that materials are correctly labelled when being transported. Historically, that has often been a complex; costly and time-consuming process. It's not unusual, for example, for Safetykleen to find that a customer collection consists of as many as 80 barrels.

In the past, Safetykleen would often have bought in, at great expense, generic pre-printed labels and additional label parts, which they used to create specific label types. These labels tended to feature pre-defined fields for the company's field reps to handwrite details of order numbers, item descriptions and traceability details. It was time-consuming and expensive, especially given that Safetykleen field reps conduct 8-10 service visits daily. Safetykleen was continuously having to buy in new pre-printed labels and manage large volumes of these in-house, which was costly and inconvenient.

The Solution:

To implement a more efficient way of operating, Safetykleen looked to implement a three-stage approach incorporating a solid enterprise resource planning (ERP) foundation, a new labelling provider and the on-boarding of a printing solutions provider that could meet its complex requirements. OKI was quickly identified as the perfect fit for the project.



About SafetyKleen

Safetykleen is a leading provider of surface treatment and chemical application services. Its service offering combines parts washing equipment, scheduled services, speciality chemicals and industrial waste collection.

Safetykleen has developed many cleaning strategies to fix a diverse range of products and a first-choice cleaning service that optimises business performance. It also has a strong environmental focus, as the company believes demand for green products is high and still increasing.



Safetykleen started by implementing the latest Microsoft Dynamics AX CRM solution to provide a robust, efficient ERP foundation. This supported a mobile app, enabling the service team to complete their services operation on a mobile device. It also supported scanning functionality, giving Safetykleen the potential to automate many administrative elements of the process.

Safetykleen realised that to complement this, it needed a new approach for generating and printing labels. To achieve this, it turned to DURA-ID, a durable labelling provider. DURA-ID's range of chemical labels includes pre-printed and user-printable labels for important identification, transportation and hazardous warning information. Moreover, its recommended products conform to BS5609 marine-approved classification.

However, to deliver the printing capability Safetykleen wanted, DURA-ID knew it needed to partner with an established printing solutions provider that was also able to comply with BS5609. OKI has a heritage of delivering printing solutions for chemical labelling, and OKI printed labels can also meet the relevant standard, making it the obvious choice.

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**Richard Gardner, Area Sales Manager,
DURA-ID**



“We worked closely with OKI and its printers in the process we put in place, ahead of achieving the standard,” said Richard Gardner, Area Sales Manager, DURA-ID. “By testing our materials, in conjunction with OKI’s printers, we were able to ensure we both complied. It’s now a big selling point for us to be able to offer a combination of OKI’s printers, together with our own label materials, in the chemicals market.”

Safetykleen had a requirement both for label printing and general office printing. To meet this need, DURA-ID recommended OKI’s multifunction printers and A4 colour LED printers.

“The key selling points we put forward for OKI were the quality of print, the ability to deliver in full-colour, the durability of the printers and their compatibility with our materials,” added Gardner.

Safetykleen placed orders for both types of printers to be installed at its head office in Brentford. It has now ordered a total of 50 printers to be installed across head office and 18 branch sites. The printers will be used for office printing, scanning and photocopying and for printing on DURA-ID’s polyethylene labels.

Safetykleen has also opted for OKI’s Managed Print Services (MPS) contract, so it will pay a standard flat rate for colour and mono printing. OKI’s online software will automatically monitor toner and drum levels from the printers and when new consumables are required, the machine automatically reorders them. This means Safetykleen only ever has what it needs. It is convenient and cost-effective and enables Safetykleen to budget more efficiently. Safetykleen also receives customer service support as part of its MPS contract.

The Benefits

For Safetykleen, the new implementation means that it no longer has to manage such a large label stock. The company might previously have had 40 to 50 different designs of pre-printed labels to manage and store in-house and would have had to stockpile large volumes. With the new approach, Safetykleen simply buys in blank labels from DURA-ID in a couple of different sizes and OKI’s printers handle the printing.

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“It’s a significant benefit,” says John Clark, UK Service Automation Manager, Safetykleen. “We no longer have rolls and rolls of labels taking up valuable space in our vans and warehouses across the UK and causing a real management headache. Moreover, we no longer need to order in multiple different kinds of labels, all subject to minimum order quantities, all the time.”

The quality of printing and labels Safetykleen uses is also high. With the materials Safetykleen was previously using, the adhesive was not of the highest quality, leading to a risk that labels would come off the drums. The DURA-ID labels, however, are waterproof, so even if kept outside and exposed to the rain, or oil is spilt on them, the print stays on. In addition, the material used is synthetic and tear-proof.





The new approach also eliminates the need for sales reps to write multiple pieces of information on each label. Each label is pre-printed with a unique QR code. This can then be scanned to the collection of a specific work order on a personal digital assistant, which helps support traceability.

“The solution that DURA-ID and OKI have delivered has transformed our whole approach to labelling and printing,” adds Clark.

The Future

Safetykleen looks forward to an ongoing relationship with OKI Europe and DURA-ID and plans to continue with its commitment to driving agility to the benefit of its customers.

“Moving forward we no longer have the need to buy in pre-printed labels or handwrite details and descriptions on them. The new process is much faster and more cost-effective. We have complete confidence in the quality of the labelling - and freeing up our customer reps’ time is really driving business agility,” says Clark. “We will now look to streamline more of our processes to drive efficiency”.

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