

OKI Success Story: Schellenberg Druck AG

Industry: Printing | Products: Graphic Arts, OKI Pro Series | Location: Switzerland



ENVELOPE PRINTING WITH A PERSONAL TOUCH

The Challenge

Schellenberg Druck AG places great emphasis on innovation and technology, which means that its production equipment is optimised on a continual basis — especially in the mailing and letter department. Specialising in the highest levels of variety and variability with small to medium-sized systems, this thriving department enjoys growth rates in the double digits. Personalised products such as envelopes in a variety of formats, as well as brochures and direct mail that are printed using variable data such as addresses, serial numbers, direct addresses or control characters.

The Solution

Schellenberg Druck AG were using inkjet printers to print addresses on envelopes and personalised direct mail, however, this was not suitable for small font sizes. Additionally the printing of graphics such as logos required improvement. During a visit to the Graphiland AG showroom, Federico Crisafulli, Head of Digital Printing at Schellenberg Druck AG came across a state-of-the-art printer that he believed could add real value to the letter shop's operations — the OKI Pro Series Envelope Printer that can print in five-colours including white.



SCELLENBERGDRUCK

About Schellenberg

Schellenberg Druck AG is a family-owned business based in Switzerland that specialises in the development, production and processing of conventional and digital print media. The company is currently run by the third generation of the family and has continuously expanded its portfolio of products and services through constant innovation and growth. Today, Schellenberg Druck presents itself as an integrated media house with a strong customer focus.

"I noticed the OKI printer immediately because of its convenient insertion option. The machine can be endlessly filled with envelopes without opening a drawer or stopping the printing process", Crisafulli recalls.

The OKI printer was tested alongside other manufacturers as an alternative for the production of envelopes using variable data. "In comparison, the OKI's Pro Series Envelope Printer proved to be the best and most suitable solution for us", said Crisafulli.

Three OKI Pro Series Envelope Printers were installed, enabling Schellenberg Druck AG to significantly improve the print quality of its envelopes and can also process a wide range of media formats. Envelopes, brochures, official journals and direct mail are printed in superior quality along with personal notes, addresses or serial codes.

The fifth toner option in white offered by the OKI Pro Series Envelope Printer, inspired the team at Schellenberg Druck AG to push white toner printing as a service. The finishing can be commissioned in quantities as low as one. The white-under printing solution creates new design possibilities for special occasions.

"We can print directly on coloured or dark cards and envelopes, including the addresses. This looks much more appealing than sticky address labels", says Crisafulli.

The Advantages

The OKI's Pro Series Envelope Printers provide Schellenberg Druck AG with a modern, versatile digital printing solution for envelopes, personalised brochures and direct mail.

Orders of up to 2,000 units can be produced economically until it is delivered via the conveyor belt. Schellenberg Druck AG has also extended its range of options for printing on coloured and dark backgrounds with the addition of five-colour printing.

Outlook

The team at Schellenberg AG is delighted with the print quality of OKI's Pro Series Envelope Printer. Over the coming months, the company wants to collect feedback on its customers' experiences with five-colour printing. "We have received positive feedback on initial orders. The five-colour option certainly has potential", says Crisafulli.



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Federico Crisafulli, Head of Digital Printing and Assistant Production Manager, Schellenberg Druck AG