

## OKI Success Story: Zion Birra

Industry: Drinks/Hospitality | Products: OKI C800 Series A3 Colour Printers | Location: Italy



## OKI HELPS ZION GET CREATIVE IN-HOUSE

### The Challenge

Zion needed a compact, reliable and cost-effective printing solution to help grow its brand and communicate the quality of its product more effectively at trade shows and other events including their own managed customer events. It also needed to produce robust menus and other customer facing materials for its small chain of boutique pubs.

As demand for its products grew, they also identified the commercial opportunity to meet individual customer requirements with customised printing of a wide range of materials using different media types including pre-cut media, in-house and on-demand.



### About Zion Birra

Founded in Calabria in 2014, Birificio Zion is a boutique Italian brewery that produces a range of high-quality craft beers. Built on the belief that technology can complement and respect the ancient art of beer production, Zion combines the spirit and passion of Italian artisanal craft with state-of-the-art equipment including pumps, thermostats and fully computerised stainless steel boilers. As well as brewing fine Italian craft beer – branded 'The Beer of Champions' – the company also runs a small portfolio of boutique pubs.

“With high-quality printing, we’ve been able to increase the value of our logo, increase the value of our brand and increase the value of the ‘beer of champions’.”

Amaurys Perez, CEO, Zion Birra



The diverse media capabilities of OKI printers have enabled Zion to create printed material to promote their brand to customers.

## The Solution

Having no existing printing expertise in-house, the company needed a solution that would be quick and easy for anybody in the business to use. They also needed the flexibility to respond to specific customer requirements and bring creative ideas to life in support of their brand with ease.

“Since we’re always aiming for the best, we turned to OKI,” explains Zion CEO Amaurys Perez. “Thanks to OKI’s printers, we are able to ensure high quality in our printing and meet the needs of every single customer with products that are customised and always cutting-edge. We also save a lot of time.”

Versatility was another crucial area where OKI proved to be an ideal solution for Zion’s retail needs. Using OKI’s compact A3 colour printers, Zion creates a wide range of customer materials including banners, menus, bottle neckers and wristbands. It has also capitalised on the freedom to innovate and grow sales by devising and creating new types of branded materials and customised orders.

The compact size of OKI’s digital LED printers and the ability to print on different media stock were key aspects of the printing solution for the craft brewer and pub chain. “One of the things about the OKI printer that struck me the most was the small footprint,” explains Perez. “It lets you print on all kinds of media: waterproof, which is very important in our industry, and tear-proof, which obviously makes a big difference for us. In other words, it has all the features we need to stand out in our field.”

## The Benefits

Since turning to OKI, the Zion team has benefitted from a substantial increase in its printing capabilities. In particular, the compact size of the OKI A3 colour printers and their ability to handle a variety of different materials, including waterproof and tear-proof media, has significantly enhanced the craft brewer's printing operations and helped increase the value of its brand.

Having an easy-to-use, flexible, printing capability on-site has also helped Zion to innovate with branded materials and proactively grow sales by fulfilling demand for customised products and other unique customer requests.

According to CEO Amaurys Perez, retail is not the only side of the business to make the most of the fast, professional printing capability which Zion now has 'on-tap'. "In addition to our brewery, we also have our pubs which have a lot of needs of their own. We'd have last-minute events that we didn't know how to handle, but now, thanks to OKI, we manage to meet the needs of every single customer in record time. That's why OKI printers make such a difference."

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Amaurys Perez, CEO, Zion Birra





## The Future

For Zion, having an OKI solution on-site has been fundamental in ‘making new ideas possible’, and ‘indulging’ customers – all of which has contributed to its ongoing growth and success. To continue to innovate and deliver for customers, it is now preparing to upgrade to the latest generation of its current OKI printer model, which will support the brewery and pub chain in its future activities.

“Thanks to OKI, Zion’s sales have skyrocketed,” says Zion CEO Amaurys Perez. “We’ve really been able to put the ‘beer of the champions’ out there. With high-quality printing, we’ve been able to increase the value of our logo, increase the value of our brand and increase the value of the ‘beer of champions’.”

“Whether it’s banners, menus, bottle neckers or wristbands, when you have a printer right here on site, all sorts of new ideas are possible”

Amaurys Perez, CEO, Zion Birra

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