

## OKI Success Story: Tipografia Tozzi

Industry: Print Agency

Products: OKI Pro9542

Location: Florence, Italy

# PRO SERIES 5 COLOUR PRINTER MAKES AN IDEAL FIT FOR RETAIL MATERIALS SPECIALIST

### The Challenge

Almost two years ago, Tipografia Tozzi had to find a way to respond to changing market needs in the retail sphere which aligned to global printing sector trends. Orders were becoming fragmented and while there was an increase in the number of orders, the unit volumes were becoming smaller. "We are highly specialised in creating materials for retail use, particularly clothing tags. This meant that our priority was to find a solution that could be integrated into our workflow alongside UV screen printing — not only for four-colour printing but for white printing too, which is in increasing demand" explained Roberto Tozzi, co-owner of Tipografia Tozzi. The problem was not an easy one to solve, because a balance had to be struck between finding a solution that would offer a level of quality comparable to screen printing, while also being sustainable for the company from an economic perspective. This is essential to alternate between print processes, depending on print volumes and media types.



### About Tipografia Tozzi

Currently specialising in designing and printing materials for in-store visual communications, Tipografia Tozzi was founded in 1920 in Signa, in the province of Florence. With considerable experience in pre-creased and corrugated cardboard, the company is currently in the hands of the third generation of the Tozzi family who have been running the company for close to a century. Roberto Tozzi, his brother Marco and his cousin Alessandro are responsible for the commercial, administrative and operational management of the company respectively, co-ordinating the work of 14 members of staff. The team takes care of the entire workflow, from designing through to delivering the finished products.

INCREASED PRODUCTION OF SWING TAGS BY

10%

IN LESS THAN ONE YEAR



The family team and co-owners of Tipografia Tozzi, left to right - Roberto Tozzi (Chief Financial Officer), Marco Tozzi (Chief Administrative Officer), and Alessandro Tozzi (Chief Operating Officer)

## The Solution

While scouting for the most suitable solution, Tipografia Tozzi enlisted the help of Copyworld, an OKI Partner that Tipografia Tozzi has worked with for many years in the selection of products and equipment for its business. After careful consideration, they selected OKI's Pro9542, 5 colour printer. "We were immediately impressed by its superior colour quality, not to mention that its white coverage is comparable to that of screen printing," Roberto Tozzi explains. "Moreover, since our average print run per job are usually volumes of 200 on 250m<sup>2</sup> stock, OKI's Pro9542 is the perfect solution for this. Before choosing OKI, we also considered other solutions including inkjet and other toner based devices. OKI's LED technology showed itself as the best in class for the applications we wanted to create using heavy paper."



OKI's Pro9542 display panel, showing five colour toner status (CMYK + White)



A finished clothing tag, utilising all five toner (CMYK+White) to make white text stand out on dark media

## The Benefits

Thanks to OKI's Pro9542, Tipografia Tozzi were able to produce superior quality luxury swing tags, with a flexibility that was previously unattainable, also making the most of OKI's white toner printing applications. "Once production started, the printer impressed us with its extreme versatility and scalability — it's able to print as many as 3,000 copies in succession without difficulty," Roberto Tozzi continues. The machine can print significantly faster than a UV screen printer too, plus it offers excellent value for money. "Another thing that influenced our decision was obviously the need to find a solution that could be adapted to the 33x48cm format and be user-friendly, as well as having an extremely fast return on investment. All the features that the Pro9542 offers meant it was a very clear choice for us, and we picked it without hesitation. Two years on, we can say that reliability can certainly be considered one of its strengths too." Using OKI's Pro9542 printer, Tipografia Tozzi increased the production of swing tags by ten percent in less than one year. This result has been possible thanks to the combination of speed, quality and production costs.

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Roberto Tozzi, Co-owner, Tipografia Tozzi



Vibrant, stand out print on heavy duty pre-creased media passing through OKI's Pro9542 printer



The final label, ready for Tipografia Tozzi to distribute to its customer



**The Future**

Tipografia Tozzi’s experience with OKI has been extremely positive, thanks in no small part to the company’s trusted partner being a constant presence throughout. Copyworld acted as an important point of reference during both the decision-making process and the sales phase. “The OKI partner we worked with was extremely skilled and highly knowledgeable,” says Roberto Tozzi.

“Having a trusted dealer on hand at all times certainly made it easier to choose this printer, which in practice proved to be an incredibly valuable tool from the moment it was integrated into our production process. OKI’s Pro9542 printer is reliable and produces high-quality print, benefitting us both from an economic point of view and in terms of production time. Last but by no means least, we can rely on a local OKI Partner who’s always on hand to help us run on schedule. It goes without saying that OKI will be one of our go-to options when we need to expand our fleet of machines.”

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