



## OKI offers speed and autonomy in producing Mi Store Portugal's in-store campaigns

### The Challenge

Mi Store Portugal needed a compact, reliable and cost-effective printing solution for the in-house production of in-store campaigns. It was looking to improve communications with its customers by creating attractive and high-quality marketing materials, without having to depend on the delivery times of third party suppliers.

With a portfolio including around 400 products across various categories, and a high turnover of promotional campaigns, the brand is constantly producing short-runs of a wide variety of in-store communication materials. Flexibility in media handling, print speed and professional quality were essential factors in selecting the right printing solutions.

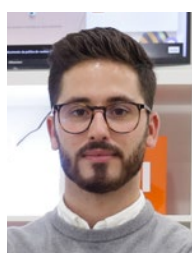


### About Mi Store Portugal

Xiaomi's official stores, Mi Store, first arrived in Portugal in 2019 as part of Select Smart Ltd. Since then, they have been expanding across the country, fulfilling the brand's promise of "Innovation for Everyone".

"We were looking for autonomy and speed in the production of our campaigns, and for it to be done at our stores, and OKI's printing solutions seemed to match our needs perfectly."

**Pedro Maia, Marketing Director at Mi Store Portugal**



With a concept that goes beyond simple points of sale, Mi Store Portugal offers experience spaces where customers can discover and try out all kinds of Xiaomi tech products, from consumer electronics to household appliances to mobility equipment, such as electric scooters and bicycles.



Left to Right - Ester Silva - Designer & Marketing Support, Pedro Maia - Marketing Director, Ana Lopes - Store Coordinator

## The Solution

Based on the wide array of materials to be produced, the brand needed a solution that offered flexibility in colour precision and printing in a variety of formats.

“We were having trouble printing in formats other than A4. Now, with the OKI printers, we can print on the materials and sizes we want, including on pre-cut media” explained Ester Silva, Designer & Marketing Support at Mi Store Portugal. “We also had problems with colour. When using a regular printer, the printed colour wasn’t the same as the true colour. When using the OKI printer, the printed colours are more vivid and more consistent with the desired shade”.

Versatility is a crucial characteristic, and that’s why OKI proved to be the ideal solution to meet the needs of Mi Store Portugal. Using OKI’s compact A3 colour printers, the brand is able to produce all kinds of visual communications for its stores. This includes interior and shop window signage, product sheets for display, hanging product tags to showcase equipment such as scooters and bicycles, price tags and more. It has also obtained greater creative freedom to develop its own solutions in order to make customer experience spaces more visually appealing and to guide customers through their in-store shopping experience.



Promotional display signage printed with OKI’s C800 Series



Ester Silva, Designer & Marketing Support with an 1.3m long banner printed with OKI’s C800 Series



“OKI’s highly versatile printing solutions has given us a practical and cost effective solution for our price tags and for showcasing product characteristics in a physical format. Our previous solution did not provide a good customer experience, especially in terms of easy-to-read specifications and product information”, explained Pedro Maia, Marketing Director at Mi Store Portugal. “It also helped us transform digitally generated ideas into our brick and mortar stores, through modern and engaging visual communications, tailored to the customer’s in-store shopping experience.”



A variety of visual communications printed by Mi Store with OKI’s C800 Series



Window cling printed with OKI’s C800 Series

### The Advantages

Since turning to OKI, the Mi Store Portugal team has benefitted from a substantial increase in its printing capabilities. In particular, the compact size of the A3 colour printers and ability to handle a wide range of different materials, including stickers and banners up to 1.3m long, significantly improved printing operations and the brand’s engagement with customers in-store.

Having an easy-to-use and flexible in-store printing solution means Mi Store Portugal can produce customised, engaging marketing materials and signage that are adapted to its customers’ expectations, even when deadlines to implement new campaigns are tight.



OKI’s C800 Series in Mi Store Portugal



Product information printed using OKI's C800 Series

According to Maia, “at the beginning, we were looking for a solution to produce our signage, but we quickly realised that with OKI printers we could expand to printing on a much wider range of materials and produce them very quickly in-house. Our campaigns take on a physical and visual form and can be implemented in our stores in a timely manner.”

Maia also emphasised that the relationship with OKI has “progressed day-by-day” and that the brand has “the support of the OKI team across all our applications, campaigns and even strategic thinking regarding the application of our signage solutions”. He concluded, “we believe OKI is an excellent solution for anyone who needs equipment to produce in-store signage, in-house. That is, anyone who wants autonomy in producing their content, quickly and flexibly”.



“OKI and its solutions are having a very positive impact on our business. It lets us really improve customer engagement within the store, highlighting promotional campaigns, guiding customers throughout their shopping experience, capturing their attention even before they come into the store. Now we can use opportunities through the in-store experience to promote additional products. It has also been excellent for producing physical content to support our promotional campaigns, with significant time and cost savings.”

**Pedro Maia, Marketing Director at Mi Store Portugal**



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