MAKING PRINT MORE POWERFUL FOR YOU

Media versatile print solutions that deliver the needs and goals of your business.
FOLLOW ME.
SAVINGS ARE IN THE BAG.

SAVE entire stock
of purses.

ENJOY STOREWIDE SAVINGS

use your WALTON CARD
for additional savings.

Hanging Sign
3 Sections:
11.69" x 47.24" each

Wall Banner
47.24" x 11.69"

Totem Banner
11.69" x 47.24"

Floor Graphic
17" x 11"

STOREWIDE SAVINGS
Maintaining a unique and clear brand identity is important in today’s highly competitive retail environment. Yet the pace of business often makes that a challenge when you factor in the time it takes to print and ship merchandising materials from headquarters. And the loss of control when letting stores produce signs locally also raises issues.

OKI has the solutions you’re looking for:

- LED printers that provide you with superior print quality and flexibility
- Streamlined print process allowing employees to easily click and print corporate-approved materials
- Ease of product personalization which adds value to customers
- Transform printed materials into engaging customer experiences

When signage, in-store displays, and POS materials are important for you in attracting customers and keeping them, then look to OKI, the solutions leader when it comes to print.

GIVE YOUR BRAND BETTER VISIBILITY

Scan here to see how quickly OKI printers can produce totem banners.

Hampton Polos

BOGO

Hampton Football Support Day
October 18
10% of all polo purchases donated to Hampton High School Football.

SPECIALTY RETAIL

Puffer Jackets

LAST CHANCE

B+D URBAN

Wall Sign
17” x 11”

Counter Card
10” x 14”

Personalized Gift Candle (with purchase)
Label 4” x 3”

B+D URBAN

Puffer Jackets

Wall Sign
17” x 11”

B+D URBAN

Counter Card
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SHOW OFF YOUR PERSONAL SIDE

Your business is unique. That’s what attracts your customers and sets you apart from your competitors. So, you’re always looking for ways to create a personal experience your customers will love. Sometimes it’s tapping into a local event. Sometimes it’s a quick and unique offer. To flourish in this environment, you need to be able to create compelling signage, react quickly to changes, and update messaging easily. All within a retail environment where space is often limited.

OKI can offer you the perfect retail solutions:

• Compact, small footprint, high definition LED printers
• Impactful color signs on-demand
• Print on a wide array of media
• Provide personalized products printed in-store
• Immediately respond to competitive promotions
• Deliver all your back office printing needs

Whether you’re looking to engage customers in a unique way through personalization, manage frequent changes in product information, or print on a wide array of media, look to OKI for all your retail solutions.

OKI recommends C844dnw and C532dn

Scan here to see how quickly OKI printers can produce floor graphics.

*https://apparelmag.com/rise-personalized-products-retail
JOIN US FOR THE BIG GAME AND GET 1/2-OFF ON WINGS

Window Cling
11” x 8.5”

Menu Insert
8.5” x 11”

Wall Banner
52” x 11.69”

Table Tent
4” x 18” (flat)

RESTAURANT

JOIN US FOR THE BIG GAME AND GET 1/2-OFF ON WINGS

Menu Insert
8.5” x 11”

Wall Banner
52” x 11.69”

Table Tent
4” x 18” (flat)

RESTAURANT

JOIN US FOR THE BIG GAME AND GET 1/2-OFF ON WINGS

Menu Insert
8.5” x 11”

Wall Banner
52” x 11.69”

Table Tent
4” x 18” (flat)
In the highly competitive restaurant industry, connecting with your customer is one of the best ways to make your restaurant a success. And with the growth of to-go, delivery and catering, there are more opportunities than ever to create printed, personal messages and experiences for your customers. That’s why print is a great way to give your customers something unique, and one of the best ways to make them feel appreciated.

As an industry leader in print, OKI can offer your restaurant unique advantages:

- High quality LED printers that are compact in size
- Print on a wide array of media including banners, table tents, even water-proof menus
- Print on-demand for localized or unique messages and experiences
- Ability to easily print menu updates, specials and price changes
- Offer unique customer experiences and bounce back messaging through coupons for take-out or delivery customers

If you’re looking to grow your revenue by creating positive experiences, dynamically engaging customers, and offering unique messaging, then look to OKI and our industry-leading solutions.

$220 Billion is what the delivery segment is expected to grow to by 2020*.

*www.morganstanley.com/ideas/online-food-delivery-market-expands

OKI recommends C844dnw and C532dn

Scan here to see how quickly OKI printers can produce waterproof menus.
We only sell
Locally-Sourced
Grass-Fed Meats

Wall Banner
47.24” x 11.69”

Shelf Dangler
5” x 6.625”

Window Cling
11” x 8.5”

Counter Mat
11” x 8.5”

Price Tag
3.25” x 1.25”

Price
$3.24

Herdson Farms
MAPLE SYRUP
915036

Sale
9¢
PER OZ
$3.24

9¢
HERNDON FARMS
MAPLE SYRUP

We only sell
Locally-Sourced
Grass-Fed Meats

Donations of
Canned food or cash are
appreciated.

Please help
fight hunger.

Tis the Season
for Giving!

Harper Farms
Orange Juice
$2.50

Texas Bell
Peppers
99¢ea.

Half Gallon
Harper Farms
Orange Juice
$2.50

Locally-Sourced
Grass-Fed Meats

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Orange Juice
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99¢ea.
As consumers become more and more starved for time, they are looking to grocery stores to provide them with better meal ideas, a faster shopping experience, and better choices throughout the store. This challenge provides a unique opportunity for stores to differentiate and grab a larger share of shopper dollars. And the great news is, with OKI as your partner, you can easily tap into new and existing technology to achieve the goal of a better customer experience.

OKI has the solutions to help your shelves do more selling:

- LED printers featuring HD Color for vibrant output and eye-catching signage
- Create printed output that customers then use to access digital content like recipes
- Engage consumers at the shelf with QR codes
- Print price tags on demand to easily replace ones lost at shelf
- Print on a wide array of media including water-proof papers and substrates

Delivering great product information at point-of-purchase, clearly highlighting promotions, and the ability to bring unique attention to products consumers want are just some of the advantages OKI can offer you.

*supermarketnews.com/consumer-trends/survey-grocery-stores-need-enter-modern-age*
Table Tent 4" x 18" (flat)

Bottle Necker 2.75" x 5.5"

Temporary Adhesive Parking Sign 11.69" x 15.5"

Totem Banner 11.69" x 47.24"
Recognition is one of the best tools for engaging and rewarding hotel guests. Building a personal relationship, especially when it comes in the form of gratification like receiving a gift at check-in, upgraded access, or a note of thanks, creates a strong emotional attachment to your brand. And this attachment pays off in the form of added loyalty and increased word-of-mouth advertising. As an unmatched leader in the world of print, OKI can provide you with solutions that dynamically engage guests and create a positive customer experience.

Here are a few of the hospitality solutions that OKI can provide you with:

- Rugged and reliable desktop LED printers
- High definition color output for superior signs and brand consistency
- Print On-Demand for personalized signage tailored to guests
- Digital experiences through printed QR codes that dynamically engage your audience
- Design and furnish print pieces like personalized, VIP parking signs that create memorable experiences

For unique ways to engage guests, help them make the most of their stay, and maximize their spend with you, tap into the expertise that OKI offers.

CHECK-IN TO HIGHER SALES AND REVENUE

80% of customers will pay more for a better customer experience*. 

OKI recommends C844dnw and C532dn

Scan here to see how quickly OKI printers can produce personalized door hangers.

*www.fundera.com/resources/brand-loyalty-statistics
We recognize one individual every year that demonstrates unmistakable success, a high level of innovation, the use of industry best practices, and notable growth and accomplishments in the dealer industry.

1. Personalized Tumbler Label 4” x 3.25
2. Folding Menu Tent Cards 3.5” x 4” flat
3. Commemorative Ticket 4.25” x 11”
4. Backlit Menu Inserts 5.69” x 11” each
5. Window Cling 11” x 8.5”
6. Totem Banner Top: 11.69” x 47” Bottom: 11.69” x 18”
SCORE MORE WITH EVERY CUSTOMER

There are few badges consumers are prouder to wear than the logo of their favorite team. That’s why connecting with and improving the experience for your fans is a great way to create team awareness and sales. And few things do that better than personalized merchandise, photos and physical tickets as memorabilia. In the highly competitive world of sports and entertainment, where everyone is fighting for consumer dollars and engagement, OKI can help you come out on the winning side.

Some of the competitive advantages OKI offers:

- Compact, high definition LED printers
- Merchandise personalization, including water bottles, caps, and jerseys
- Unique print solutions that can turn digital tickets into physical engagement
- High impact, in-arena signage to engage fans

Capturing a larger audience and generating revenue is the goal of everyone in the entertainment industry, from sports teams and amusement parks to movie theaters and bowling alleys. If you want to win in one of these arenas also, look to OKI – the leader in high quality, versatile print solutions.

$31.63 billion is the amount global personalized gift sales are expected to reach in 2021*.

*www.fundera.com/resources/brand-loyalty-statistics

Scan here to see how quickly OKI printers can produce personalized labels.

OKI recommends C844dnw and C532dn
**LEADING SOLUTIONS. LEADING TECHNOLOGY.**

**HD Color Printing Technology**
To deliver breathtaking high definition color output, OKI has developed a unique collection of market-defining hardware and software technologies. Four core elements combine to make up OKI’s HD Color Printing Technology:

**Single-pass flat paper path**
The straight-through flat paper path can handle a variety of media typically used in retail from heavy card stock to waterproof media to long banners* — up to 52”.

**High-definition LED printheads**
OKI LED printheads put color on paper with exacting accuracy — up to true 1200 x 1200 dpi output — delivering superior images and stronger colors.

**Microfine high-definition toner**
Microfine toner ensures that documents are printed with superior print quality, which means graphics and text are sharper, crisper and glossier, even on ordinary office paper.

**Printer control system**
Each OKI color printer has an advanced software system that constantly checks alignment, registration and color balance, to make printing simple and ensure the quality of HD Color output.

*Capabilities vary by printer. Visit the OKI website or contact an OKI representative for more information*
PRINTING APPLICATIONS

Your business has specific needs and OKI has printers that can utilize a wide array of media to suit your environment.

Here is a small sample list of media, which our printers can output. To inquire about other media types and custom profiling solutions, please contact your OKI sales representative.

- Back Lit Menu Insert
- Back Office Reports
- Bottle Neckers*
- Commemorative Ticket
- Cooler Cling*
- Counter Card
- Counter Mat
- Coupon
- Door Hanger
- End Cap
- Floor Graphic*
- Menu Insert
- Message Card
- Parking Sign
- Personalized Label*
- Personalized Wrap
- Price Tag
- Shelf Dangler*
- Sign
- Table Tent
- Tent Card
- Totem Banner
- Tumbler Label*
- Wall Banner
- Waterproof Menu*
- Window Cling*

*C532dn
Media from 2.25” x 3.54” up to 8.5” x 52.01”

*C844dnw
Media from 2.17” x 3.54” up to 11.69” x 52.01”

*Waterproof
PARTNER WITH OKI TODAY AND LET US PROVIDE MORE POWERFUL PRINT SOLUTIONS FOR YOUR BUSINESS.

At OKI, our focus is on being a valuable partner for you and your customers. To achieve that, we believe it’s important to delve into your business by asking questions and probing to find out what challenges your business is facing and to uncover specific pain points.

• Is it quickly meeting the competition’s price?
• Preventing rivals from taking share?
• Hitting year-over-year sales growth?
• Finding new revenue streams?
• Achieving a better experience for your customers?
• Developing a stronger, more consistent brand?

Once we’ve defined the problem or challenge to your business, we then work with you to provide real answers and solutions. This passionate approach to problem solving is what sets us apart from other printer brands.

If you’re looking for a partner that works to understand your needs and then provides unique, viable solutions, look no further than OKI.

Watch a short video to learn more