

Retail Case Study

**BUSINESS SEGMENT**

Retail

PRODUCTS

Production-Oriented Digital Color Printers

CHALLENGE

Need for a high-quality, high-speed printer that allows for personalization on-demand

Printer to handle robust and various types of media

Strict budget and price range, low total cost of ownership

SOLUTION

Graphics-oriented Digital Color Printer from OKI's Multimedia Production Platform

Various media-handling capabilities and reliability

Total cost of ownership in line with budget

**Digital Color Printers**

Case Study

CUSTOMER BACKGROUND

The company is a privately owned American company based in Kansas City, Mo. Founded in 1910 by a teenage entrepreneur, the company is currently the largest manufacturer of greeting cards in the United States. The company has more than 40,000 retail outlets, most of them independently owned. There are eight production and distribution facilities in the United States and eight related businesses in the family of companies. Through moments big and small, and through both happy and challenging times, the company helps give voice to caring thoughts and emotions with tangible reminders of appreciation, celebration, belonging and love.

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THE CHALLENGE

The company was in the beginning stages of launching its new boutique stores. With three locations currently operating in the United States, these boutique-style stores were developed to meet the growing consumer interest in personalization and co-creation, enabling shoppers to create unique personalized cards, invitations and gifts that reflect an individual's sense of style. Within each department, shoppers can find ways to make items uniquely theirs, with services like custom printing, embroidery and laser-cutting – all made possible through a high level of in-store service. With the personalization added in-store, gifts can be ready the same day or next day. Since this business' foundation is based on personalization and immediacy, the company was looking for a unique digital color printer to deliver the end product that would meet its high standards, handling the various media types required, delivering high print quality and speed and not exceeding the price range. The company produces its cards and invitations on high-end presses and was challenged to deliver the same high-quality product in-store on demand at an affordable price.

THE SOLUTION

After evaluating the company's new and unique boutique stores' business model, OKI Data Americas was able to recommend an ideal solution to meet the needs of not only the business, but also of its customers that hold high expectations and appreciation of the brand. OKI Data recommended a light-production digital color printer from its new Multimedia Production Platform, a series of production-quality A3 color devices. The particular device recommended for the company offers full-color and high-resolution printing capabilities and handles a wide range of media, including transparent media, magnets, banners and heavyweight cardstock. The device's capabilities and functionality met the business' needs for its new stores by providing a unique and personalized retail experience to its customers in as little as 15 minutes. Additionally, the Total Cost of Ownership (TCO) for the device is 25 percent lower than comparable models under consideration.

After realizing the printers' strengths and capabilities, the company is additionally placing this device in three of its smaller and two of its larger production facilities, allowing the company to bring the same customized retail experience initiative to its other stores by enabling customers to create greeting cards on-site, which are then printed and shipped from these production facilities.

CONCLUSION

With OKI Data Americas' digital color printers in place at its boutique stores, the company now has the ability to create a level of personalized products and an innovative and custom retail experience that meet its standards. The company brought its customization initiative into its new boutique-style stores within its budget while still delivering a high-quality product, and is thrilled with the results. As the company's printing needs continue to expand and evolve, so too does OKI's commitment to providing versatile and reliable devices and unmatched customer support.

The OKI logo is displayed in a bold, red, sans-serif font. The letters 'O', 'K', and 'I' are all in the same weight and style, with a registered trademark symbol (®) to the upper right of the 'I'.