

Oki Data Debuts New Color Signage Solution for Retail

On January 17, Oki Data Americas introduced its Color Signage Solution that enables retail customers to produce a wide variety of professional-quality signage and materials in-store. The solution combines the firm's C9300dxn and C9500dxn digital color printers with software applications and the Oki Signage Media Collection. In the press release announcing the solution, Terry Cruikshank, retail industry marketing consultant for Oki Data Americas, commented, "By offering outstanding media options and a superior Color Signage Solution, we're making it easier for retailers and multilocation businesses to compete and succeed at the local level."

The Oki C9300dxn and C9500dxn are both tabloid-sized single-pass color LED printers with maximum print speeds of 30 ppm in color and 37 ppm in black (*Observer*, 11/02). The C9300dxn has a maximum print resolution of 1,200 × 600 dpi, while the C9500dxn offers 1,200 × 1,200 dpi printing. To enable retailers to produce their own professional-quality signage, both models feature special media settings to handle cling film and four-up labels and enhanced media-handling features via a multipurpose tray. The Color Signage Solution also includes color-matching software and ICC color profiles to deliver color accuracy.

The Oki Signage Media Collection consists of a variety of specially developed media to support creative, profitable signage campaigns. Popular media types in the collection include card stock up to 203 gsm, cling film, four-up labels, shelf strips, table tents, and premium gloss paper. In addition, Oki Data offers banner paper, which it claims is the industry's longest banner media at 47.4 × 12.9 inches. Oki is also certified to handle numerous other varieties of signage media. The company asserts that its Oki Signage Media Collection, in conjunction with the Color Signage Solution, provides a significantly lower cost per print than the typical low-volume outsourced print job.

With Oki Data's new Color Signage Solution, retailers can generate new materials on a wide variety of media immediately in their stores, effectively eliminating the 3-

10-day lead time often required for hard copy materials to be printed outside the store and shipped to each location. Cruikshank said in prepared remarks, "Customers can now use Oki's signage solution to produce new or revised point-of-purchase materials or signage

to reflect a new sale, promotion, or price change on the spot, as opposed to waiting up to 10 days for a delivery from an outside printing source. And when retailers are able to respond so quickly, their inventory is able to move more swiftly." 

