



## **Graphics One Brings Printing In-House and Increases Revenue with OKI proColor pro930**

When it comes to the graphics arts and production industry, color matching is critical. Many print shops don't have the capabilities to deliver professional-quality color output with consistent accuracy, so they outsource projects and sacrifice revenue opportunities. Graphics One was in this predicament until they purchased the OKI proColor™ pro930 tabloid/A4 digital color printer.

Graphics One is a hardware reseller located in Burbank, California that has been outsourcing print jobs because they lacked the capabilities to deliver short-run color output. The company frequently received orders to produce brochures, newsletters and other types of collateral, however even when outsourced, short-run requests were either denied, too expensive or required larger orders than needed.

Dan Barefoot, President of Graphics One, attended the Graphics of the Americas tradeshow in February 2010 to investigate products that would allow him to bring short-run Color printing in-house and grow his business. After stopping in the booths of industry giants HP and Xerox, he came to speak with OKI Data Americas. Barefoot shared his issues and was shown the OKI pro930 digital color printer.

The OKI pro930 digital color printer is ideal for satisfying the needs of color-centric clientele. The device delivers exceptional color output and accurate color matching every time with PANTONE calibration, embedded EFI® Fiery® controller and SmartRIP® technology for fast, automated color workflow. This new alternative for high-quality, short run color printing also has variable data capabilities and is the lowest cost, embedded solution supporting XMPie®. With media versatility and ease of use, the OKI pro930 digital color printer and its support of variable data capabilities is game changing.

After witnessing product demonstrations that legitimized the product's capabilities, Barefoot was impressed. The team used 100lb card stock on tabloid sized paper and the images "were perfect." According to Barefoot, "no other product on the floor compared to the exceptional performance of this product – it looks like an offset piece without the costs." With the option to print just one copy or 500, the OKI pro930 digital color printer would allow Graphics One to add color-critical printing to the company's portfolio of offerings providing additional revenue opportunities. "This product is a complete marketing machine for my company," said Barefoot.

Since purchasing the OKI pro930 digital color printer, Graphics One has expanded its portfolio of services and can now offer customers short-run color printing on demand. In their first three months, Graphics One has generated incremental short-run print revenue of almost \$2,000 per month. Dan Barefoot's business has been explosive and the short-run jobs are the fastest growing aspect of his business. Adding the OKI pro930 digital color printer to Graphics One portfolio has proven to be extremely lucrative.