

Retail solutions



Helping you keep the competitive edge.

OKI Printing Solutions knows how hard it is for retailers to keep that competitive edge. OKI Printing Solutions also knows that printing your in-store signage in vibrant color can help you keep that edge by allowing you to respond quickly, even locally. It will help you add a much more cohesive look and feel to your retail operation—not to mention creating a more enjoyable shopping experience for your customers.

In fact, recent studies have shown that color can generate more sales, improve brand recognition and reduce search time for your customers.

We have the tools you need to succeed.

OKI Printing Solutions has the technology and solutions that have become critical to today's retail operations. When you choose from our full line of award-winning digital color, impact, mono and multi-functional systems, you'll also have access to innovative applications from our software solutions providers, signage media partners and e-form suppliers. The media collection alone includes popular formats on a variety of paper stocks, allowing you to print cling film, labels, shelf strips, table tents, and the longest banners in the industry—all in-store and on-demand.



ES3640e MFP



C9000 Series



C7000 Series



B6000 Series



ML400 Series

Improve your retail operation by printing high-quality color signage right in-store—with OKI Printing Solutions.

With on-demand, in-store color printing capabilities, your business can experience:

- Spectacular color printing of in-store merchandising in formats that suit your needs
- Create signage without waste and without waiting, improving the efficiency of promotional material execution time and overall marketplace responsiveness to competition
- Improve your store branding and strengthen your customers' overall shopping experience with well-marked products and aisles
- Gain access to a broader range of specialty signage media than you ever thought possible
- Ensure proper execution of key logo colors and key merchandise colors
- Enjoy a lower cost of ownership and improve cost efficiencies printing in-store and on-demand versus outsourcing your printing needs
- Profit from OKI Printing Solutions partnerships with a variety of signage software and media partners. This includes AccessVia[®] for signage software to design and build templates, Retail Technologies[™] for signage and label printing solutions, Impulse Logic[™] for in-store messaging solutions, and Gladson Interactive, Inc.—a provider of product images.



Improve the look and feel of existing forms and streamline your paper handling.

OKI Printing Solutions can help streamline your invoicing and paper handling processes and reduce your costs. This can be achieved by transitioning from SIDM/multi-part forms to the improved efficiencies of e-forms/page printers. The result:

- A stronger brand impression on all invoices, orders and packing slips, and a higher-quality appearance
- An open architecture system that's flexible with a variety of hardware
- OKI Printing Solutions' digital color and mono printers (postscript only) are certified with well-known forms software from our Objectif Lune[®] and Optio[™] partners
- New opportunities for personalized customer marketing
- The elimination of costly pre-printed forms

Flexible, customized solutions.

When you partner with OKI Printing Solutions, you'll be working with a company that understands the specific needs of your retail operation. You'll be empowered to do more and sell more by merchandising customized signage in clean, quality color and in a wide variety of media. As a result, you'll be more competitive by differentiating your store in the marketplace—to keep your customers coming back.

Unrivalled technical support.

The OKI Printing Solutions team is among the best in the industry, offering service and support 24/7, 365 days a year with agents based in North America—and overnight replacement or on-site service to keep you up and running. It's no wonder OKI Printing Solutions has a reputation for offering the best balance of value, cost and performance in the industry.

Find out how OKI Printing Solutions can empower your retail operation by calling: **1.800.OKI.DATA (1.800.654.3282)** or visit us at www.okiprintingsolutions.com/us