

Agency: Quality and Speed

Courts Design Finds Formula for Success with New OKI Printer

Courts Design is a small multi-disciplinary creative agency based in the quiet Hampshire town of Hartley Wintney. Its core business involves the design, construction and installation of exhibition stands and display interiors. Increasingly, however, it is focusing on graphic design work for clients in the IT and pharmaceutical sectors.

In delivering these services, Courts Design faces the twin challenges of growing competition and increasing constraints on time. To combat these pressures, the company is always looking for ways to raise the quality of printed output while ensuring it consistently meets tight deadlines.

As Mike Abbott, Head Creative of Graphics, Courts Design explains, "in a busy design agency, you need to produce visuals and artwork as quickly as possible. Unfortunately, our previous printer was increasingly unable to deliver the quality of output or delivery speeds we were looking for." As a result, Courts Design decided to upgrade to the OKI C9600, a flexible colour printer from OKI Printing Solutions that can be configured to handle either A3 or A4-sized paper. Delivering 36 pages per minute (ppm) in colour and 40ppm in mono A4, the C9600 is one of the fastest printers in its class. Courts Design now uses the printer extensively for all its graphic design work, including brochures, direct mail documentation and marketing flyers as well as for client reports and presentations.

Flexibility

One of the most compelling benefits of the OKI C9600 is its flexibility. The printer is Mac compatible. This is crucial to Courts Design which makes extensive use of the devices in its daily work. "We also benefit from the C9600's flexible paper handling," says Abbott. "We use it to print everything from presentations to document details on high-quality CD labels. Unlike our previous device, it switches easily between different paper sizes, types and textures. This allows us to cut the time taken to develop new materials. In addition, investing in the C9600 made sound economic sense. Previously, Courts Design would have often outsourced jobs with tight deadlines, such as client presentations, to digital print houses – a process that would inevitably result in overprinting and wastage of resources. "The OKI printer saves us money by enabling us to deliver high-quality documents cost-effectively and on-demand," adds Abbott.

A Colourful Future

Printing in full colour is key to Courts Design, especially when it comes to generating high impact visuals. Research shows that readers pay attention up to 82% longer when colour is used and that presentations are 70% clearer when colour highlights the pertinent details. Investing in the OKI C9600 has had a positive impact on Courts Design's business. It has helped the company to deliver a faster, more efficient service for clients. It has also enabled it to keep short-run print jobs in-house and, in this way, boost profit margins. Its most far-reaching benefit at Courts Design, however, has been in building competitive advantage. The C9600 has not only produced beautiful, colour documents for Courts Design but it has done so quickly, reliably and affordably. In so doing, it has given the business a crucial edge on its competitors.