

Malcolm Levene, Executive Coach, Author and Commentator chooses OKI for his business printing from home.

“The colour reproduction is fantastic.
It’s fabulous!
My clients see it as super professional and slick.”

As an executive business coach, author and commentator, Malcolm Levene teaches business people how they can improve their business skills by personally developing themselves. Prior to being a full time coach Malcolm was known as a Personal Branding expert, with clients including Ex-Prime Minister Tony Blair, and actor Tom Cruise. His numerous self-help books, co-authored with his wife Kate, have become Amazon.com staples. He has also recently launched his Power of One programme to help businesses get real value out of staff. He has recently acquired an OKI C3000 Series printer.

More and more individuals in the UK are choosing to work from home – whether they work for a larger company or, like Malcolm Levene, they run their own successful businesses. Research from internet analysts Point Topic found 4.3 million households, or 18 per cent of all homes across the UK, have someone working from home. With broadband connectivity, and sophisticated office technology now within most people’s reach, the choice, according to Malcolm is often a no brainer. “The flexibility of working from home is the most attractive part of technology. I’m a bit of a technophobe so if I can do it anybody can. I used to have to run to the print shop to get everything printed, get a price, go back and collect it, make various phone calls etc. I can now do everything in the space of my office and that to me is just magnificent”. There are now more than 5 million people working from home in Britain. And to work effectively, they must have access to the same sorts of business facilities as everyone else. That includes computers, telephones – and printers.

“As somebody who is easily intimidated by technology I’m always loathe to look at anything new. Even if it’s going to help me I’m always a little bit scared to be honest. However, a business acquaintance said you need to look at the OKI printer. It does the things that I think you need Malcolm. So with some reluctance I went along and had a look at it. I realised that, one - I could use it with great ease, and two – it would give me the kind of print I need at the speed I want it. My clients could actually ring me up and I could be with them in a couple of hours with the materials I need which would normally have taken me days.”

When Space is at a Premium

Living in the heart of London also means that space is a premium. The OKI C3600 printer has all the heavy-hitting specs and features of much larger printers, whilst also being compact enough to sit comfortably in the home office. Printing Made Simple Using OKI’s Template Manager Software, Malcolm can now be confident that he can simply print off what he wants when he wants it. And having registered online for his free OKI V-Studio Account he can also access many free images and design tools to further enhance his print.

“I can now be much more creative with my printing. I can print out all types of materials promotions-wise that I wasn’t even aware that I could. And I can print in a way that actually looks as good as I want it to look, impressing the client with the quality, the colour and the presentation. That to me is a huge benefit in business.”