

# LEISURE CASE STUDY



## BACKGROUND >>>

Founded in 1998, International Pairs established the world's largest annual series of golf events for club players to enter in pairs. Every year, tens of thousands of golfing pairs take part in thousands of individual tournaments run by the company. National events are now organised in more than 25 countries, culminating in an annual world final, which in 2007 was held at the 'home of golf', St. Andrews in Scotland.

## "Getting in the Swing"

### How the OKI C8800 Has Helped International Pairs Make More Success of Event Management

#### THE CHALLENGE >>>

In order to support these events and increase impact and communications, International Pairs need a significant quantity of high-quality printed documents in a variety of formats, to help run its business operations based in Hampshire; to develop promotional and marketing collateral; and to output material onsite during their series of tournaments. It now can meet all of these critical requirements by using a C8800 A3 colour printer and the in-the-box design software Template Manager from OKI Printing Solutions.

#### THE OKI TOOLKIT

**Printer:**  
OKI C8800

**Software:**  
OKI's Template Manager

**Media:**  
A3 & A4 Banners,  
Wrist-bands,  
Business cards,  
A4 Duplex Newsletters,  
A3 Posters  
Certificates  
CD packaging



## THE SITUATION >>>

**Ross Honey, chairman and founder of International Pairs, summarises the benefits, "the flexibility that the OKI C8800 provides has made a significant contribution to the success of our business. The quality you can achieve is fantastic. The output actually looks as if it has come straight from a litho print house.**

The C8800 comes with a free copy of OKI Template Manager, an integrated software package that provides templates, helping International Pairs easily create and customise printed materials for its events including presentation boards, banners, tee markers, menus and other print-folded material.

International Pairs is even able to use Template Manager to develop and print its own golf scorecards, a key benefit for any golf tournament organiser. OKI's intuitive design software delivers additional flexibility by managing printer set-up for non-standard size media.

The ability to use the Template Manager software to give its promotional material a consistent 'look and feel' is key as this has enabled International Pairs to replicate its brand accurately at venues across the world.

As Honey commented, "Template Manager is really important to us as an integral part of the OKI Solution, as it enables us to create a template here at head office and then send it to all our other partners and licence holders. They can then use that template to create consistently branded material that is customised for the specific needs of their own local area.



## THE RESULTS >>>

**"The Template Manager software is so easy-to-use. It makes it simple to create what you need quickly and yet still achieve a highly professional looking final product.**

"Before we installed the OKI solution, I remember visiting a tournament in the United States and being horrified that an International Pairs branded banner that should have had our blue colouring had actually printed out in purple," added Honey. "That was how the local printer had interpreted the Pantone number.

"The accuracy supported by the OKI Template Manager software and other in-the-box utilities provided means we should never have that problem again. It really does give us an enhanced level of control."

International Pairs also benefits from being able to produce high-quality documents on-demand during events, as this enables it to adapt its approach to meet changing circumstances rather than being forced to keep to rigid plans. The company has also benefited from the ability to output documents on a wide range of media provided by OKI including hard-wearing water-proof and tear-proof paper. This capability is invaluable when working onsite at tournament venues, especially as it eliminates the need to laminate material.

The OKI C8800 printer has delivered high-quality output, reliability and brand consistency. As International Pairs looks to the future, the flexibility that the printer offers gives it the potential to move its marketing activities up another level by developing more professional-looking collateral and reacting much more quickly to changing circumstances. For these reasons, the OKI printer solution looks set to continue to play a key role in International Pairs' success long into the future.

FOR FURTHER INFORMATION CONTACT:

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