

Hotel & Leisure Industry.

Companies in the Hotel & Leisure sector compete in a fast-moving world with increasing legislations, varying consumer habits and technological advances that are rapidly changing the face of business. To succeed you must understand that businesses need to create a competitive edge and stand out from the crowd - but also realize that this can often come at a high price.

OKI Printing Solutions award-winning products and services achieve a high level of customer satisfaction. With a combination of the right choice of OKI printer, suitable media and OKI Template Manager design software you can print **what you want when you want it**. Businesses benefit from considerable savings. For example, printing your own business cards on an OKI Colour LED printer can cost up to seven times less than outsourcing the same job.

As well as taking care of everyday printing requirements, OKI printers use a wide range of media solutions covering many different sizes and thicknesses. Together with OKI Template Manager software you can produce a variety of printed jobs quickly and easily, saving valuable time and resulting in less waste.

Make your business stand out from the crowd with high impact communications which will give your business the right first impression.

Print what you need – when you need it and save £s producing your own:

- **Targeted flyers**

Select a customer group and produce a flyer about the services you offer that specifically fit their requirements.

- **Vivid full colour brochures**

Show potential customers every service that you provide in a creative, friendly and welcoming manner.

- **Creative direct mail**

Use your existing customer database to tell both existing and potential customers about special offers and forthcoming events.

- **Eye-catching banners**

Draw your customers' attention to those extra services and money making ideas you have been working on

- **Menus**

Produce your own waterproof menus – your rapidly changing dining choices need never be out of date – your customers will benefit for a different menu every day

- **Point of sale communications**

Your customers will enjoy the benefit of clear information and your business will enjoy the benefits of the extra revenue generated from an attention grabbing full colour display

- **Day-to-day stationery and signage solutions**

Save time and money by creating your own directional signs, health and safety information, attention grabbing notices, staff security passes and colourful labels. Produce all your own stationery including business cards, letterheads, invoices, staff rotas and reports.

The Steps to Success

STEP 1 • Choose the right printer.

OKI Printing Solutions range of award-winning products and services cater for businesses of all sizes. Their colour LED machines produce high-quality output quickly and are robust enough to work in most environments; from busy hotels, bars, spas and leisure venues. Having a low noise level means they easily blend into quieter working environments like hotel receptions.

The use of high definition toner makes placement on the page more accurate with finer lines, greater gradation and glossiness, with reduced grain. OKI's high definition toner, combined with OKI ProQ2400 Multilevel technology, ensures the best mono and colour print quality in this class of printer.

STEP 2 • Let Template Manager guide you to great artwork design

Don't waste valuable time aligning your prints to fit perfectly on the page. OKI Printing Solutions Template Manager takes care of the printer settings for you.

OKI's unique Template Manager software lets you create documents on screen as they will appear printed on non-standard media; like labels, business cards, folded menus, place name cards, banners and much more. Template Manager, supplied with OKI Colour LED printers, is very easy to use and can be installed from a CD supplied with your OKI printer, or a free download from OKI's website.

STEP 3 • The Right Media for the Job

OKI Colour LED printers' straight paper path will add value and convenience to your business. You will soon be confidently designing and printing almost everything you need in-house. OKI printers can handle media from 65gsm right up to heavy weight 300gsm (check specifications for particular models).

Leisure Industry Specific Media choices include

Banner Paper

Use your OKI colour LED printer to produce banners advertising your special offers, forthcoming events, room/function directions, etc

Pre-creased brochure, tri-folded

Use your OKI Colour LED printer and this pre-creased media to create brochures, menus and much more to promote your business. This brochure media folds to three sides and is useful for price lists, menus and information about the services your business offers.

Pre-creased name settings – place cards

Use your OKI Colour LED printer for name cards. This media is pre-creased to ensure that Name cards can be arranged neatly when folded. Create reserved signs and much more. Each sheet has ten blank cards.

Pre-creased A4-A5 portrait

Use your OKI Colour LED printer and this heavyweight paper to create brochures to promote your business, produce menus, special offers, and even welcome cards for your guests. The pre-creased media ensures you get a professional looking result every time.

A4 waterproof/tear-proof media

Use your OKI Colour LED printer to produce posters and notices for both indoor and outdoor use. Wipe-clean menus, for example, are durable, waterproof and tear-proof.

Double-sided business cards

Use your OKI colour LED printer to produce business cards on demand. No need for piles of stock that may never get used. Save money with these sheets that hold ten cards on each. Use this media for loyalty cards, membership cards, event tickets and tags.