

Printing plays a vital role in every business.

When it comes to communication with the outside world, hand in hand with a web presence, printed documents are often where prospective customers and other trading partners receive their first impression of you.

The brochures, price lists and even invoices you print every day sit on your customer's desk 'speaking' for your company.

But organisations generally under-value printing and therefore rarely make strategic decisions about their printing needs.

Market research show that there are compelling business reasons to bring in-house as much colour printing as possible. Despite the mistaken notion that in-house colour printing is much more expensive, businesses, both large and small, must always look at the benefits in-house colour printing offers.

In the right hands an "In-house" colour printer is a powerful marketing tool

Waste is greatly reduced with the introduction of "In-house" printing. The ability to print business cards, personalised direct mail, banners and point of sale material on demand means your business is more able to respond to the needs of its customers.

You may think that items like booklets, business cards and banners are difficult to produce but if you choose a versatile colour printer from the OKI Colour LED range you will be able to use the integrated software options to produce everything you need, quickly and easily.

The colour printer market is the fastest growing segment in the printer industry.

Market research shows us that the colour printer market is driven by falling prices, increasing speeds and a growing need for in-house colour printing.

The drop in prices of colour page printers and the availability of easy to operate software has in many cases made it viable for companies to produce their own colour documents where they would have previously outsourced to a third-party print and design agency.

What about the quality of the print?

There is no need to worry about compromising print quality. Affordable colour office printers have developed to the point where you don't need to be an expert who understands colour reprographics to produce high-quality professional looking marketing materials.

Printers that have a straight-through, single-pass colour process, as used in OKI Colour LED printers, employ similar technology to high-end lithographic presses on which magazines are printed. Remember that it is also important that the printer you choose has built-in software that automatically maintains the quality of colour output.

Print "What you want, when you want it"

These days, documents are distributed via email and printed by the recipient when required on a networked printer. The same logic can be applied to more than an internal memo. It makes sense for company letterhead, business cards, customer contact reports, personalised direct mail and point of sale material to be printed when required.

On-demand printing produces less waste and means your business is more responsive to the needs of customers.