

# CONSTRUCTION CASE STUDY



## BACKGROUND >>>

Royalton, a developer of luxury properties in Surrey and the Home Counties whose customers include Chelsea footballers and wealthy bankers.

## “A Positive Development” - Royalton Builds for Success with New OKI Printer

### THE CHALLENGE >>>

A recent study from the centre for economics and business research ltd (cebr) argues that architects, designers and technical consultants could save up to £85 million per year from better management of their printing, enough to provide a new kitchen for 17,000 homes.

For Royalton, a developer of luxury properties in Surrey and the Home Counties whose customers include Chelsea footballers and wealthy bankers, the opportunity to achieve brand consistency cost-effectively was top-of-mind when it decided to invest in the C8800 Series, an innovative A3 colour printer from OKI Printing Solutions.

### THE OKI TOOLKIT

**Printer:**  
OKI C8800

**Software:**  
OKI's Template Manager

**Media:**  
A3 & A4 Banners  
Business cards  
A4 Duplex Newsletter  
A3 artwork  
CD packaging  
A3 & A4 Bi-fold  
A3 & A4 Tri-fold



## ADAPTING WELL>>>

**Instead of incurring considerable expense by outsourcing large scale print-jobs, Royalton has been able to achieve significant savings by capitalising on the C8800's ability to print high-quality colour documents 'on-demand'.**

As Paul Whitby, director of Royalton, comments: "We have used the OKI printer extensively in order to produce signage for our individual developments. It has enabled us to replicate our brand easily and inexpensively across these sites and, by so doing, to create a consistent corporate identity."

The use of high-impact colour is a key element in this. Recent research indicates that brand identification increases by 70 per cent when colour is added.

"We were very impressed with the standard of the colour documents produced on the C8800," says Whitby. "We have actually turned the sensitivity down a little. We have found that even when the setting is reduced, the quality we achieve is still more than acceptable."

A critical part of the printing process for Royalton is the use of OKI Template Manager, a software package that comes 'in the box' and provides a range of templates to help improve printed materials including banners, signage, high definition plans, blueprints, maps, presentation boards, letterheads, business cards, etc. This intuitive design software also manages printer set-up for non-standard size and types of media including waterproof paper which Royalton uses extensively.

"In the highly competitive world of property development, establishing a strong brand identity can be a key competitive differentiator," says Whitby. "As soon as we saw Template Manager we were amazed at what it could offer us in enhancing our brand and providing consistency across all our activities."

## THE RESULTS >>>

**By giving Royalton the flexibility to create all of its own stationery and marketing collateral, the OKI C8800 allows the company to strengthen its brand still further. Royalton's previous in-house printer failed to deliver this key capability.**

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**Paul Whitby**  
director, Royalton.

"The machine's compact size is another key benefit," adds Whitby. "It looks like a standard A4 printer and yet you can choose to print high impact A3 documents whenever you wish. We have also been very impressed with the speed of the C8800. It allows us to deliver 26 pages per minute in full colour, which is much faster than our previous device."

Coupled with the C8800's quality and consistency, this high-speed capability gives Royalton confidence that it can respond quickly to urgent printing requirements in addition to enhancing the firm's overall productivity levels.

"If we need to quickly get warning signs made up to highlight dangers on a particular building site or run-off multiple copies of development plans, for example, then using the OKI printer gives us the confidence of knowing we can respond rapidly."

Alan McLeish, product marketing manager, OKI Printing Solutions says: "we see property developers and architects as a key target market for the C8800. They have a consistent requirement for easy and accessible printing that is at the same time both dependable and high-quality. This is exactly what the C8800 delivers."

FOR FURTHER INFORMATION CONTACT:

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