



WHITE - a revolution in digital colour printing, a revelation for design

The power of printing in White

CMYW - Unique white toner printing, only from OKI

Extend your creativity to beyond CMYK. Printing in solid, sharp and bright white is now as easy as printing in any colour. Just think of the possibilities. This innovation in printer technology removes one of the last barriers to creativity and design that organisations face when delivering their concepts, graphics and promotional merchandise...

...how to print high quality solid white graphics and text, alongside vibrant colour, on dark coloured paper, clear film or transfer materials practically and cost effectively.

Up until today there was no simple solution.

Thanks to this breakthrough in printer innovation, OKI has made printing in any colour you desire including white, simple and affordable! Combining High Definition A4 or A3+ LED colour printing with white toner technology, OKI's White Toner (WT) range offers media versatility and cost effective printing for a wide range of applications that in the past would have required expensive proofing or manual printing techniques.



This ground breaking printing technology makes it possible for any organisation to extend their use of coloured media, clear film and transfer media in a simple, easy to use and reliable device, ensuring colour and image integrity and delivering fast accurate printing in A4 or A3+ formats.

Printing in white – the opportunities are endless

White toner printing offers designers, graphics studios, point-of-sale manufacturers and a range of other graphics based businesses a new flexibility in their printing, proofing and production, enabling them to print in-house what they need, when they need it.

Gone are the days of having to screen print coloured paper and card to get white lettering or graphics.

Now you don't have to compromise on your designs because printing in white is not an option or you are worried about how vibrant other colours will be on dark media.

OKI's WT range prints solid white onto a wide variety of media and can also be printed over other colours to create a new vibrancy of print on dark backgrounds. T-shirt and merchandising transfers, short-run packaging and concepts, window graphics and clear film, stationary, invitations, menus and more; now you can breathe new life into all of these with a printer that removes the design barriers presented by traditional CMYK printing.

Add to that the outstanding graphics quality provided by OKI digital LED technology and you have a revolution in printing for the graphics, design and merchandising sectors.



In-house printing just got smarter – in any colour including white

We pride ourselves in providing smart solutions that answer the needs of businesses large and small, focussing on product innovation and high quality colour and mono output that puts printing back in the hands of businesses.

OKI's WT range of printers provide users with fast, high quality colour printing alongside the added benefit of printing in white, without the expense usually associated with this type of printing.





A first for digital printing

This is the first digital printer range that offers users the ability to print using white toner. The printer models are tried and tested devices that are well regarded by graphic based industries for their high quality output. They offer the same speeds as our CMYK digital LED printers and are as easy to use and simple to operate.

Now you can achieve vibrant full colour printing plus white, an advantage to any graphics business offering individual and short run display materials, bespoke stationery, concepts, t-shirts or promotional merchandise.

With models that offer A4 or A3+ format printing on a wide range of media and paper weights (up to 300gsm), the WT printers combine the reliable technology usually associated with OKI printers and the ability to print vibrant colour and white graphics on transparent film and dark coloured media.

OKI offers a one year on-site warranty, demonstrating our confidence in the reliability of these devices.

Print Smart, Print OKI

OKI's White Toner Range - Providing Solutions to old Problems

Being able to print solid, crisp white on a range of media solves many problems faced by designers and graphics based businesses.

To achieve the high quality result that is produced by OKI's WT range usually requires either slow and expensive screen printing or inkjet processes that are unforgiving and prone to human error and waste.

Here are just a few ways that OKI solves long-standing white printing challenges



Packaging Proofing and Small Print Runs

Challenge:

Unless you go to the expense of screen printing or using slow inkjet printing techniques, proofing concepts or producing small runs of packaging on dark coloured and transparent media is impossible.

Solution:

OKI's WT range of printers are the affordable and simple to use alternative that changes the way designers think about their concepts. Now you can print up to 34ppm and the cost is negligible compared to the alternatives available. Proof, amend and proof again.

Smarter Promotional Merchandise

Challenge:

Options for printing white text or graphics on promotional merchandise such as mugs or pens are limited to either using white media or the costly and lengthy process of screen printing.

Solution:

OKI's WT printer range offers such businesses the ability to produce white graphic and lettering transfers up to A3+ in size for a wide variety of dark coloured media, reducing cost and improving versatility.



Print Every Colour including White on Transparent Media

Challenge:

Creating window and point-of-sale graphics have often been restricted by the cost of using white on transparent media. This often results in the use of expensive die cut vinyl to achieve the desired effect.

Solution:

With OKI's WT range you can print solid white directly on to a sheet of transparent film that can be affixed to a window without any cutting required.



Features at a glance

	ES7411WT	ES9420WT
Description	A4 colour printer	A4 / A3 colour printer
Print speed	A4 plain paper: 34ppm; A4 transparent: 8ppm	A4 plain paper: 31ppm; A4 transparent: 10ppm; A3 plain paper: 16ppm
Processor speed	533MHz	800MHz
Memory RAM	Standard: 256MB; Maximum: 768MB	Standard: 512MB; Maximum: 1024MB
Paper sizes	A4, A5, B5, A6	A3, SRA3, A4, A5, A6
Paper Capacity with optional trays	530 + 100 1,690	530 + 230 2,880
Dimensions (H x W x D)	389 x 435 x 546mm	471 x 654.5 x 623mm
Toner capacity	6,000 pages White 10,000 pages Cyan, Magenta, Yellow	8,000 pages White 15,000 pages Cyan, Magenta, Yellow

Why OKI?

OKI is the business printing specialist.

Our single-minded aim is to help businesses to grow and to prosper by enabling them to create the best possible impression with their printed communications. By building on our proven, reliable, single-pass technology, we have developed fast, high quality, cost-effective printing solutions that benefit businesses today and into the future.

We also know how important reliability is for customers. That's why every one of our products is built to perform, day in, day out, helping to maintain business efficiency and provide that competitive edge.

OKI. No one does more in business printing.



Considering the Environment

As part of the OKI Group's Charter of Corporate Conduct, OKI continually reviews its efforts to provide environmentally sound solutions to its customers:

- Our products are designed and manufactured with reducing the impact on the environment in mind.
- Increasing the amount of our hardware products and consumables that are recycled is one of our strategic objectives.
- We feel responsible for conducting our business in an environmentally sound manner, contributing to conservation and activities within our local communities.

OKI's Green Leaf symbol, found on all products and packaging, represents our total commitment to collection, recycling and environmental processes.



Energy Star

Our printers and MFPs have earned the Energy Star by helping to eliminate energy waste through particularly energy efficient designs. They use less energy to perform regular tasks. When not in use, they automatically enter a powersave mode and product features such as, duplex printing, further reduce the wasting of energy and paper resources.

Why Executive Series?

Heritage of award winning products.

Building on OKI's heritage of award winning products, the exclusive Executive Series range of Multifunction Products, colour and mono printers provide hassle-free document solutions, budgetary control and enhanced workflow efficiency.

Our selected Executive Series partners can provide a print strategy and tailored solution that delivers total peace of mind through fully serviced products and the benefits of predictable budgeting.



High Definition Color

High Definition Color is OKI's own unique set of market defining hardware and software technologies. Together, these components deliver unsurpassed colour printing simply, intelligently, and with perfect results.

Great colour starts with OKI



20 years of LED Technology

OKI pioneered the development of digital LED technology in printers over 20 years ago. This innovation delivers High Definition printing – for more accurate, striking printed documents. Thanks to this digital LED technology, our printers are compact, environmentally friendly and energy efficient, using significantly less raw materials in the manufacturing process and consuming less energy. LED print heads have no moving parts, making our LED printers robust and ultra reliable.

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