

Manufacturing Case Study



BUSINESS SEGMENT	Manufacturing (Beverage Manufacturer)
PRODUCTS	Color Printers (C9300, C9600, C9650)
CHALLENGE	Color inconsistency in marketing materials Legacy print devices
SOLUTION	Superior color matching installed for brand consistency Color controls ensuring output accuracy Advanced media capabilities with the on-demand color signage solution



C9300



C9600



C9650

Case Study

CUSTOMER BACKGROUND

The largest beverage manufacturer in the world operates 12 breweries in the United States and 15 globally and holds 48.5 percent U.S. market share with more than 600 individually owned distributors. The company's local distributors use a print on-demand system to customize the marketing materials that are created at its corporate headquarters. Assuring brand consistency is essential to their marketing success; it is critical that all distributors output the same colors across all types of media.

BUSINESS SEGMENT

**Manufacturing
(Beverage Manufacturer)**

THE CHALLENGE

The company's marketing materials are produced in a wide variety of sizes, formats and substrates, and the company's primary concern is color consistency. The brewery was faced with a number of consistency issues due to the wide range of media (shelf talkers, cooler stickers, shelf strips, poster board, label stock, etc.) and the various types of printers its distributors used to produce the materials. Further, with prices changing often at each store, it was difficult to uphold brand-compliant signage. As a result, colors, messaging and signage were inconsistent among each distribution center.

THE SOLUTION

Special color matching is required to assure brand imagery and logo colors do not vary from one media type to another, and from one printer to the next. Therefore, OKI Printing Solutions worked closely with the company to examine the color inconsistency issues and to understand how various substrates affected color quality. OKI Printing Solutions recommended the C9300 digital color printer based on its flexibility in handling multiple media sizes and types; developed custom software and color sheets that assured consistent color matching across all surfaces; and equipped all printers with new drivers designed to meet the brewery's specialized needs.

The C9300 units were deployed at all 700 distributors nationwide, delivering increased media flexibility and superior color matching and controls to each location. OKI Printing Solutions also helped the company launch an intranet site hosting 25,000 templates for color and signage options—all brand-compliant and on-demand at the distributors' convenience.

A testament to the low total cost of ownership of the C9300 with its patented LED technology, fast output speeds, high-capacity, and two-part consumables; the company also bought C9600 units for ongoing productivity and cost efficiency. OKI Printing Solutions remains committed to providing the client with a low-cost solution by guaranteeing consumables costs will not be increased for the length of the service contract.

CONCLUSION

OKI Printing Solutions understands that logo consistency is critical to maintaining a brand's identity and developed a customized color solution that directly addressed the client's needs. Since its initial order of C9300 units, the customer has been committed to OKI Printing Solutions through three generations of products (C9300/C9600/C9650) and has purchased five additional units per month, for a current total of more than 1,500 printers on-site at its distributor locations. The global brewery demonstrates a shared commitment to the partnership—the company recently began upgrading to the newer C9650 color signage series to assure that its brand imagery and logo colors would remain accurate, with superlative results.

OKI[®]
PRINTING SOLUTIONS