



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 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.



-30%

-50%

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.

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.

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 three year on-site warranty (on registration of your product within 30 days of purchase), 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



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 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.





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.



Features at a glance

	C711WT
Description	A4 colour printer
Print speed	A4 plain paper: 34ppm; A4 transparent: 8ppm
Processor speed	533MHz
Memory RAM	Standard: 256MB; Maximum: 768MB
Paper sizes	A4, A5, B5, A6
Paper Capacity with optional trays	530 + 100 1,690
Dimensions (H x W x D)	389 x 435 x 546mm
Toner capacity	6,000 pages White 11,500 pages Cyan, Magenta, Yellow

Business Printing Specialists

OKI's printer division is a global business-to-business brand dedicated to creating cost effective, professional in-house printing solutions which are designed to increase the efficiency of today's and tomorrow's businesses and their workflows. As pioneers in innovative print technologies from digital LED to High Definition Colour, we have a portfolio of award winning products and solutions enabling businesses to achieve both image focused, vibrant, quality print communications and budget flexibility.

OKI presents a full range of A3 and A4 colour and mono printers and MFPs, for workgroups and businesses of all sizes with superior media-handling capabilities. In addition our fax, POS and dot matrix printers complete our range of print solutions. These best in class products are designed to be easy to use making the job of in-house print easier.



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.



CarbonZero Manufacturing Facilities

OKI's three main production facilities, located in Ayutthaya (Thailand), Shenzhen (China) and Fukushima (Japan), which manufacture printers and MFPs for the company's European and broader global markets have been made "CarbonZero" in a bid to slow down global climate change. This initiative is in accordance with our commitment to reduce total Greenhouse Gas Emissions, with an emissions reduction target of 6 per cent by the end of 2012. This target is in line with the United Nations climate change objectives. We have invested in a range of carbon offsetting projects through CO₂ balance, to offset these factories' carbon emissions making them 'CarbonZero'.



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.



3 Year Warranty

Our devices are manufactured to the highest standards of quality and technology, which has been confirmed by independent tests. We are so convinced of the high quality of our products that we are offering you an extension of the standard warranty period to 3 years at no extra cost to you. Simply register your product within 30 days of purchase. For further information please visit: [HTTP://WARRANTY.OKI.COM.AU](http://warranty.oki.com.au)



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

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