

NEWS RELEASE

For immediate release

OKI Wide Format printers and professional graphic arts printers, the Pro Series, are on show at Pack Print International 2017

OKI Thailand takes part in tradeshow for customers to experience its newest and latest products for wide-format and professional printing industry

Thailand (01 September 2017) - A global leader in specialised printing technology, OKI from Japan, is bringing its products and expertise to Pack Print International 2017. This bi-annual tradeshow, which will be held at the Bangkok International Trade & Exhibition Centre (BITEC), in Bangkok, Thailand from 20 to 23 September, is expected to attract visitors from the printing and packaging industries. OKI is at booth number, N29.

At this show, OKI is displaying its newly launched wide-format printers and specialised graphic arts printers. These products are built to meet the wide range of needs of many customers and businesses involved in the graphic arts industry. OKI Wide Format printers (also known as large-format printers) are purpose built to withstand high-volume production environments and are mainly used by professional print shops. These wide-format printers are targeted at businesses that print outdoor and indoor advertising banners, vehicle graphics, floor graphics, window graphics, exhibition graphics and so much more.

OKI Wide Format graphic printers offer various selling points. These printers deliver deep, rich colour while maintaining quality and accurate colour density in dark areas even at high print speeds. Innovative features including user-changeable consumables, industrial high-frequency print heads and Smart Nozzle Mapping (SNM) technology will help businesses and print shops save time and reduce manual input. The Air Flow System dries ink fast, in-built efficient heater accelerates drying and ensures safe winding at take-up unit in all print modes. The low-odour, eco-solvent SX inks offer a wide colour range and ideal durability plus stability for outdoor applications. Plus, ONYX RipCenter software is included with printer purchase to provide the control and simplicity needed to get started in wide-format print production.

In addition to OKI Wide Format products, customers will also have the opportunity to experience OKI's latest line of graphic arts printers, known as the Pro Series. These innovative printers are targeted at businesses

involved in producing professional T-shirt designs and other garment decoration, packaging designs, product and gift decoration, point-of-sales displays, and even window graphics and decals.

Built for fast, shorter print runs and low capital outlay, the Pro Series printers would benefit many small and medium-sized companies by driving their overall costs down and improving lead times, especially when used for creating proofs and mock-ups, as well as for short production runs. The print-media capabilities of the Pro Series printers also give businesses real flexibility for meeting end-users' requirements.

The Pro Series printers from OKI are an exceptional solution for the graphic arts printing business. At a time when the printing industry is going through fast-paced changes, OKI has made big leaps in the graphic arts segment for printing over the last few years. On the foundation of its award-winning, time-proven printing technologies and renowned reliability, OKI is using its strengths to take advantage of industry changes and to meet users' increasing demands.

Past and existing users of OKI printers will know of their printer's user-friendliness, functional simplicity and reliability. With the Pro Series graphic arts printers and its new wide-format printers, OKI Thailand is confident that businesses and users similarly will gain a positive experience.

For those interested in learning more about the wide-format and Pro Series printers, they are invited to experience OKI products at the OKI booth (N29) in Pack Print International 2017. Visitors may also request a live demonstration. Staff from OKI and its appointed partners will be at the show to help with all the queries.

These Wide Format and Pro Series graphic arts printers will be exhibited at Pack Print International 2017:

- **ColorPainter E-64s** - The smart production and bold performance of this wide-format printer delivers a standard of quality in a convenient way. Working with the high performance ECO ink enables printing on a wide range of media with a very high durability for outdoor and the perfect quality on indoor applications.
- **ColorPainter M-64s** - Built to produce high quality creative printing and address the diverse requirements of the outdoor signage and indoor graphics industries, all with the same premium ink. This versatile, large format printer combines high quality, high density, high durability results with fast print speeds of up to 66.5 m²/h.
- **Pro6410 NeonColor** - Professional A4 device that prints neon colours for garment and product decoration, as well as point-of-sales displays.
- **Pro7411WT** - A white toner printer that offers users the ability to extend their use of A4 coloured media with dark backgrounds, clear film and transfer media.

- **Pro8432WT** - Does what the Pro7411WT does but on even bigger A3-sized media. This professional A3 printer is purpose-made for garment and product decoration, point-of-sales displays, as well as window displays.
- **Pro9541dn** - A3+ graphic arts multimedia platform that produces output in the full range of process CMYK colours, plus White or Clear gloss printing, which gives stunning vibrancy to production onto coloured, dark or transparent media.
- **Pro9542dn** - 5-colour station A3+ graphic arts multimedia platform with White spot colour capability for printing on darker media, thus offering outstanding print quality, higher print speeds, lower total cost of production plus complete media flexibility.

Interested parties can call **OKI @(662) 679-9235** (main line) or write to osth-csteam@oki.com

Visit OKI Thailand website:

www.oki.com/th/printing

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About OKI DATA CORPORATION and OKI SYSTEMS (THAILAND) LTD.

OKI DATA CORPORATION is part of the OKI Electric group of companies operating as an independent company since 1994 and has operations across 100 countries around the world, including manufacturing sites in Fukushima, Japan, Thailand, UK and China. The company manufactures and provides a wide range of award winning printers and printing solutions, from high-performance, high definition colour printers for desktop publishing and creative industries to printers and multifunction printers for general office use. OKI Data prides itself in developing innovative printing technology that addresses the specific challenges of a business customer, saving time and money, improving their customer satisfaction and delivering value to their business all through cutting-edge printing technology. In 1991, OKI opened its first factory in Thailand and since 1997, OKI Systems (Thailand) Ltd. has overseen marketing and sales activities in Thailand and its surrounding countries.

For further information, visit:

www.oki.com

www.oki.com/th/printing

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