

# NEWS RELEASE

**For immediate release**

## **OKI Pro Series printers make it simple and affordable to produce professional graphics for customised printing on merchandise**

*OKI will participate in PrintPack+Sign 2018 to showcase professional printers which are specifically designed to print graphic designs for all types of purposes*

**Singapore** (18 June 2018) – OKI will showcase its professional graphics printing products at the PrintPack+Sign 2018. The tradeshow will be held in Singapore, from 18 to 20 July at the Marina Bay Sands, Expo and Convention Centre, and it is expected to attract businesses and clients from the printing and packaging industries. OKI will be located at booth CD28.

A global leader in printing technology, OKI will display its line of specialised printers called the Pro Series. These printers are built to match the wide-ranging needs of customers and users involved in professional printing, graphic arts, design and gift decoration. Using innovative LED technology, the Pro Series printers are often used to decorate items, especially in the production of professional and customised merchandise such as corporate gifts, t-shirts and other garments. In addition, the Pro Series printers can produce labels, point-of-sales displays, window graphics, decals, unique F&B menus, and even special packaging designs.

Created for fast on-demand and shorter print runs, the Pro Series printers have been attracting clients who are looking for a device that requires little capital outlay. The printers are ideal because they would help small and medium-sized companies drive down overall costs, and they would improve lead times. For time-sensitive users who need to create proofs and mock-ups, the Pro Series printers make an excellent choice of equipment, and the really convenient part is, they can simply do it in-house because the printers do not take up much space, unlike larger production machines. Moreover, thanks to their superb ability to handle a wide range of print-media, the Pro Series printers give businesses a real flexibility to cater to their end-users' requirements.

Past and existing users of OKI printers will know of their printer's user-friendliness, functional simplicity and reliability. With the Pro Series, OKI is confident that businesses and users will have a similar positive experience.

For those interested to learn more about the Pro Series, OKI staff and its appointed partners will be at the show to help with queries. Visitors may also request for a live demonstration of the printers.

**About OKI Pro Series Printers:**

- **Pro6410 NeonColor** – Professional A4 device that prints neon colours for garment and gift decoration, including 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** – A white toner printer which has the capability to print onto bigger-sized media. This professional A3 printer can produce brilliant garment and gift decorations, plus much more.
- **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 onto coloured, dark or transparent media.
- **Pro9542dn** – 5-colour station A3+ graphic arts multimedia platform with white spot-colour capability, this printer offers outstanding print quality, high print speeds, and a low total cost of production; great for printing signage, window graphics, film and decals.

Interested parties can call OKI at +65-62213722 (main line) or visit <https://www.oki.com/sg>

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**About Oki Data Corporation**

Oki Data Corporation specializes in the design, development, manufacture, and marketing of business printing solutions that empower organizations to communicate more effectively. A subsidiary of Tokyo-based Oki Electric Industry Co. Ltd. (established in 1881 as Japan's first telecommunications manufacturer), OKI Data fields representatives in 120 countries to offer innovative, leading-edge products and services worldwide. The company operates under the global brand name OKI.

**About Oki Data Singapore**

Oki Data Singapore is a division of Oki Data Corporation, the global printer business unit within the OKI group of companies, and a subsidiary of Oki Electric Industry Co. Ltd. in Japan. Supported by Oki Data Singapore in this region, OKI has local offices in Malaysia, Singapore and Thailand, operations in Hong Kong, India, Indonesia, Philippines and Vietnam, and manufacturing facilities in Thailand. In 1981, OKI established its office in Singapore and today, remains committed towards serving its growing customer base within the region.

For further information, visit:

<https://www.oki.com/sg>

**For more information, please contact:**

Oscar Tan

Marketing and Communications Manager, Southeast Asia & Hong Kong

**OKI Data (Singapore) Pte Ltd**

Phone (Office): (65) 6221 3722

Email: [odsp-press@oki.com](mailto:odsp-press@oki.com)