



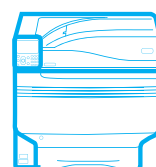
TRANSFER PRINTING PROFIT GUIDE

OKI PRO SERIES PRINTERS

**viki
allo**
WORKING IT OUT

OKI

OKI PRO SERIES SPEEDY PRINTING



What
you
need
to get
started?

OKI PRO SERIES PRINTER

OKI Pro Series offers 3
models in the range.

See page 4

STARTING OFF IN TRANSFER PRINTING

Are you interested in starting your own custom apparel or goods business, or expand on your current business offering to open new opportunities?

Transfer printing with OKI Pro Series Printers is an affordable way to get started.

There's not a lot you need once you've decided on which OKI printer to invest in.



RIP SOFTWARE

RIP Software will allow you to improve colour quality, printing speed, cost saving, rasterizing techniques and more.

See page 6



HEAT PRESS

For the transfers to adhere to garments and hard surfaces you require a heat press.

See page 6



TRANSFER MEDIA

A great quality Transfer Media is essential in achieving the best possible print results.

See page 8



PROFIT GUIDE

Refer to our Profit Guide to give you an understanding on the commercial application options of Transfer printing.

See page 12

ADVANTAGES OF OKI DIGITAL LED TECHNOLOGY

OKI's digital LED technology produces the sharpest and most vibrant print output available.

This combined with Multi-Level ProQ technology, enables you to have complete control over the quality of your printed materials, resulting in stunning high definition and colour depth. Together with the right media, from light and dark paper and card stock, transparent stock to transfer media for garments, mugs, mirrors and temporary tattoos to, synthetic medias, polyester substrates, non-porous substrates, even magnetic – there is almost nothing you can't do. **Plus the ability to print in White gives you limitless freedom to create exciting designs!**

With low running costs and no maintenance cycles, you will be able to see ROI sooner with an OKI Pro Series printer.

Digital transfer printing with white toner technology opens doors to new profit opportunities that would otherwise be impossible with screen printing, heat vinyl or sublimation.

You can start, or even expand, a profitable decorating business with personalised products easily with OKI Pro Series Printers.



A3

PRO8432WT

CMY + White



A3+

PRO9431DN

CMYK



A3+

PRO9541DN

CMYK + White or Clear

See page 19 for detailed specifications



**OKI
Pro Series
printers
offer you**

CMYK + White printing*

High definition output

Intense colour depth

Ability to create a variety of applications: garments, mugs, glass, shoes, hats, candles, tattoos and more

Low running costs

Low cost of entry

*excluding Pro9431

GET THE MOST OUT OF TRANSFER PRINTING

Why you should invest in RIP Software

The most important piece of software that you can buy and a must-have for every OKI user!

FOREVER TransferRIP, in combination with the FOREVER Transfer Media and OKI White Toner Printers, opens up incredible opportunities for all users.

This software goes beyond the capabilities of graphic editing software and optimises your images for the needs of garment decorators. RIP software solutions play a key role in improving colour quality, printing speed, cost saving, rasterizing techniques and many more features that deliver maximum commercial benefits.

Features

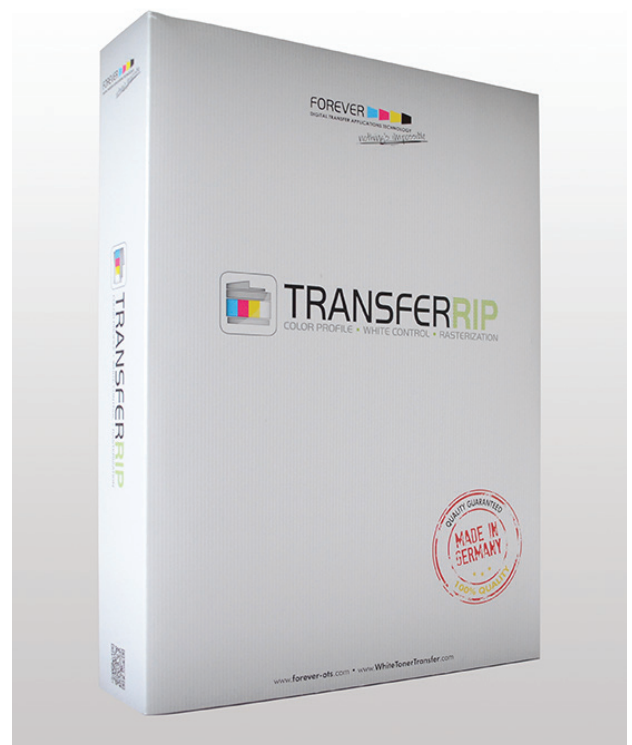
- Colour Management Controls
- White Toner Controls
- 1-Click Rasterization
- Job Management
- Cost Calculation
- Layout
- Under Filling (Remove White Outlines)
- Selective Colour Correction
- Background/Substrate Colour Preview

White Toner Controls

White Toner Controls allow you to control how much white toner is placed on the design. By finely tuning the white toner amount for each design, not only will you print better colours, increase durability and washability, while producing a much softer touch to the design, but this feature also saves you toner.

Benefits of Rasterizing Images

Rasterized images not only create a unique look, but they also increase the washability, durability, while saving you toner and providing a softer touch to designs.





Printed on OKI Pro8432WT
Forever Laser-Dark
Rasterised with TransferRIP

BRING YOUR DESIGNS TO LIFE

A heat press is required for the application with transfer paper. There are a few considerations when you're deciding on a heat press.

What size are your transfers?

You want to make sure that your press is larger than your transfers.

What applications will you be transferring to? You may need a flatbed, cap, or mug heat transfer machine.

How much is your budget?

Our biggest recommendation is to invest in a high-quality heat press that will provide consistent heat transfers and will last. Purchasing low-quality presses will often cause way more headaches than it is worth.





No Weeding!

OKI transfer printing is often a logical next step for decorators who have been making custom T-shirts using heat transfer vinyl. This is because there is absolutely no weeding, meaning you don't have to cut and trim around your design, saving you time! With heat transfer, you can print highly detailed designs that go straight from the paper onto your shirt – no weeding involved.

QUALITY RESULTS YOU CAN COUNT ON WITH FOREVER MEDIA

Using quality, tested transfer media is key to delivering the flexibility and quality results that the OKI Pro Series range promises. FOREVER has media for every application.

1

**LASER-DARK
(NO-CUT) LOWTEMP**

- Multi-Colour Designs
- Light & Dark Garments
- Multiple Applications
- High Washability

2

**LASER-DARK
(NO-CUT) LITE**

- Marketing Products
- Promo Events
- Gift Products
- Hard Surfaces

3

**HOT STAMPING
FOILS**

- Light & Dark Garments
- Single Colour Designs
- Metallic Effects
- 51 Colours Available

4

MULTI-TRANS

- Multi-Colour Designs
- Hard Surfaces
- 1-Paper Solution
- Multiple Applications

5

**LASER-LIGHT
(NO-CUT)**

- Light Garments
- Paper Products
- Multi-Colour Designs
- Print & Press

6

**FLEX-SOFT
(NO-CUT)**

- Light & Dark Garments
- Neon & Metallic colours
- No Cutting & No Weeding
- 21 Colours Available

7

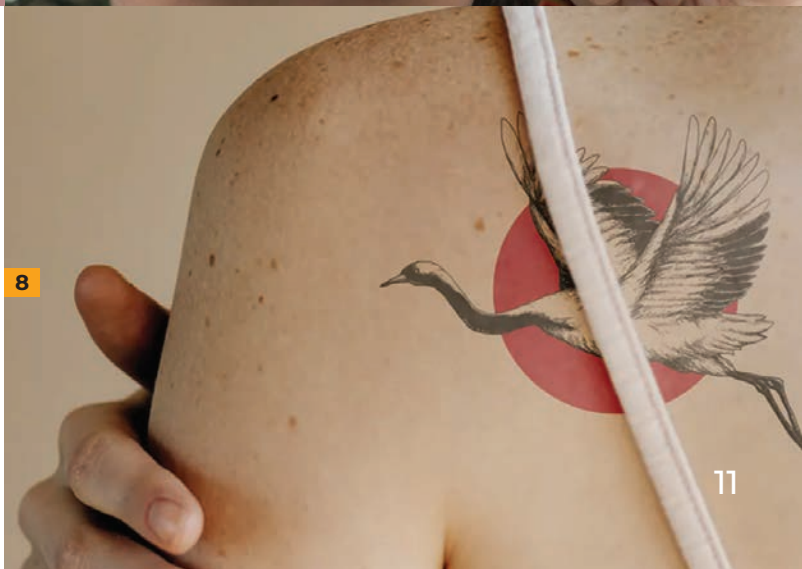
WATERSLIDE (HT)

- Multi-Colour Designs
- Heat Sensitive Products
- Uneven Surfaces
- Cold Transfer

8

LASER TATTOO PAPER

- Temporary Tattoos
- Multi-Colour Designs
- Unlimited Applications
- Water Resistant



HOW MUCH CAN I MAKE?

When considering investing in a white toner printer, there are many factors to consider and a question often asked is “how much money can I make with a white toner printer?”

Profit margins vary from item to item, so we have created this profit guide with a range of products you can print on to provide you with an idea of how much you can make.

Light cotton
tee



Substrate	4.00
Paper	1.50
Toner	1.00
TOTAL COST (per unit)	6.50
Units per hour	20
Unit Sale price	25.00
Unit profit	18.50
ESTIMATED PROFIT (unit profit x units/hour)	370.00

Dark cotton
tee



Substrate	4.00
Paper	3.00
Toner	1.00
TOTAL COST (per unit)	8.00
Units per hour	12
Unit Sale price	25.00
Unit profit	17.00
ESTIMATED PROFIT (unit profit x units/hour)	204.00

Pricing is a guide only. Figures will vary depending on cost of substrate, size of image and paper used.

Dark Polo

Dark Hoodie



Substrate	10.00
Paper	3.00
Toner	1.00
TOTAL COST (per unit)	14.00

Substrate	20.00
Paper	3.00
Toner	1.00
TOTAL COST (per unit)	24.00

Units per hour	12
Unit Sale price	35.00
Unit profit	21.00
ESTIMATED PROFIT (unit profit x units/hour)	252.00

Units per hour	12
Unit Sale price	45.00
Unit profit	21.00
ESTIMATED PROFIT (unit profit x units/hour)	252.00

Light stubby
holder



Substrate	1.00
Paper	.50
Toner	.30
TOTAL COST (per unit)	1.80

Units per hour	40
Unit Sale price	7.00
Unit profit	5.20
ESTIMATED PROFIT (unit profit x units/hour)	208.00

Dark stubby
holder



Substrate	1.00
Paper	1.00
Toner	.30
TOTAL COST (per unit)	2.30

Units per hour	30
Unit Sale price	9.00
Unit profit	6.70
ESTIMATED PROFIT (unit profit x units/hour)	201.00

Multi trans
mugs



Substrate	1.00
Paper	.30
Toner	.30
TOTAL COST (per unit)	1.60
Units per hour	15
Unit Sale price	13.00
Unit profit	11.40
ESTIMATED PROFIT (unit profit x units/hour)	171.00

Chopping
Board



Substrate	5.00
Paper	.50
Toner	.50
TOTAL COST (per unit)	6.00
Units per hour	12
Unit Sale price	25.00
Unit profit	19.00
ESTIMATED PROFIT (unit profit x units/hour)	228.00

Drink Bottle

Substrate	5.00
Paper	.50
Toner	.50
TOTAL COST (per unit)	6.00
Units per hour	12
Unit Sale price	22.00
Unit profit	16.00
ESTIMATED PROFIT (unit profit x units/hour)	192.00

Caps

Substrate	5.00
Paper	.50
Toner	.30
TOTAL COST (per unit)	5.80
Units per hour	15
Unit Sale price	20.00
Unit profit	14.20
ESTIMATED PROFIT (unit profit x units/hour)	213.00

COLLATERAL

PLUS YOU CAN PRINT HIGH QUALITY COLLATERAL

With OKI Pro Series Printers, you can print high-quality, full-colour collateral such as custom birthday cards, wedding or birthday invitations, flyers, menus, business cards, brochures, sales sheets, marketing materials, and more.

OKI Pro Series printers provide exceptional colour delivering bold, vibrant imagery with the unique benefit of printing in White (Pro 8432WT, Pro 9541)



OKI PRO SERIES PRINTER RANGE

Printers



Pro8432WT **A3**



Pro9431DN[#] **A3+**



Pro9541DN **A3+**

Colour Configurations	CMY + White Pro8432WT – Network	CMYK Pro9431dn – Duplex + Network	CMYK + White or Clear Pro9541dnWT – with White Spot Colour Kit Pro9541dnCL – with Clear Spot Colour Kit
Summary	The professional A3 white printer for transfer printing, packaging design, POS and window graphics	A3+ colour printer which is the hub of the office and the heart of creative printing	5 colour (CMYK+White or CMYK+Clear) high quality graphics arts or production A3+ printer
Print Speed (A4)	35ppm	50ppm colour, 50ppm mono	50ppm colour, 50ppm mono, up to 45ppm white (simplex), 18ppm clear
Time to First Page	9.5 seconds	8 sec colour, 8 sec mono	8 sec colour, 8 sec mono
Print Resolution	600 x 600dpi	1200 x 1200dpi, ProQ	1200 x 1200dpi, ProQ
Emulation	PostScript 3 emulation	PCL5c/6, PS3, SIDM, PDF, XPS	PCL5c/6, PS3, SIDM, PDF, XPS
Paper Input Standard (80gsm)	300 sheet tray + 100 sheet MPT	530 sheet tray + 300 sheet MPT	530 sheet tray + 300 sheet MPT
Paper Input Optional (80gsm)	N/A	530 sheet trays, 1,590 sheet HCF	530 sheet trays, 1,590 sheet HCF
Auto Duplex	N/A	Yes, Standard	Yes, Standard
Paper Weight (max)	Up to 256gsm via MPT	Up to 360gsm via MPT	Up to 360gsm via MPT
Banner Printing	N/A	Prints up to 1.3m Banners	Prints up to 1.3m Banners
Interfaces	USB, Network, Optional Wireless	USB, Network	USB, Network
Dimensions / Weight	360H x 449W x 552D mm, 37kg	640H x 699W x 625D mm, 97.6kg	640H x 699W x 625D mm, 110.8kg
Bundled Software ¹	OKI LPR3, PS Gamma Adjuster	Print Job Accounting3, Print Job Accounting Enterprise3, Print Job Accounting Client, PrintSuperVision.net3, Template Manager3, Color Correct, Color Swatch3, Configuration Tool, PS Gamma Adjuster, Profile Assistant5, PDF Direct Print, EFI Fiery XF Server Option (External color management server)	Print Job Accounting3, Print Job Accounting Enterprise3, Print Job Accounting Client, PrintSuperVision.net3, Template Manager3, Color Correct, Color Swatch3, Configuration Tool, PS Gamma Adjuster, Profile Assistant5, PDF Direct Print, EFI Fiery XF Server Option (External color management server)
Warranty	3 years*	3 years*	3 years*

Consumables

Pro8432WT

Black Toner	N/A
Cyan Toner	46606511 (10K)
Magenta Toner	46606510 (10K)
Yellow Toner	46606509 (10K)
White Toner	46606512 (4.5K)
Clear Toner	N/A
Black Drum	N/A
Cyan Drum	44844427 (30K)
Magenta Drum	44844426 (30K)
Yellow Drum	44844425 (30K)
White Drum	45878118 (9K)
Clear Drum	N/A
Transfer Belt	44846204 (30K)
Fuser Unit	44848814 (50K)
Waste Toner	N/A

Pro9541

Black Toner	45536573 (51K)
Cyan Toner	45536572 (42K)
Magenta Toner	45536571 (42K)
Yellow Toner	45536570 (42K)
White Toner	45536459 (10K)
Clear Toner	45536460 (20K)
Black Drum	45103740 (40K)
Cyan Drum	45103739 (40K)
Magenta Drum	45103738 (40K)
Yellow Drum	45103737 (40K)
White Drum	45103743 (20K)
Clear Drum	45103744 (20K)
Transfer Belt	45531223 (150K)
Fuser Unit	45531113 (150K)
Waste Toner	45531503 (40K)

Pro9431

Black Toner	45536573 (51K)
Cyan Toner	45536572 (42K)
Magenta Toner	45536571 (42K)
Yellow Toner	45536571 (42K)
White Toner	N/A
Clear Toner	N/A
Black Drum	45103740 (40K)
Cyan Drum	45103739 (40K)
Magenta Drum	45103738 (40K)
Yellow Drum	45103737 (40K)
White Drum	N/A
Clear Drum	N/A
Transfer Belt	45531223 (150K)
Fuser Unit	45531113 (150K)
Waste Toner	45531503 (40K)

¹Check local OKI website for latest driver releases and OS compatibility; ²SDHC Memory Card required; ³Windows only; ⁴Download from web only; ⁵Mac Only; ^{*}These printers are non stock items and require special order indent. The items are non-refundable and non-returnable.