

WHY OKI Digital Transfer Printers

OKI has been recognized as an innovator in the decorating market for more than 15 years, and introduced the first printer dedicated to using white toner nearly 10 years ago.

OKI has a vast 40-year history of manufacturing printers, including color printers for over 22 years. This experience goes into every OKI Digital Transfer Printer built and is married with the latest technology to deliver rich color and vibrant white that stands out from the competition.

OKI Partners with the Best in the Industry

The superiority of OKI printers is echoed by industry leading partners that have developed media, transfer RIP software, fabrics and more, specifically for OKI Digital Transfer Printers. OKI resellers are carefully selected for their ability to help customize solutions that meet your needs, ensuring you have the tools and resources needed for success.

Our open platform allows users to choose from multiple software and transfer media partners, giving you more options to suit your decorating goals and maintain your budget. With OKI, you're never locked into a single solution.

OKI Gives You The Benefits of Black Toner

With OKI, you have the flexibility to use black toner when decorating white and lighter surfaces which helps to produce sharp details, deeper blacks, darker colors and saves you money.

Cyan, Magenta, Yellow and Black is the Standard for a Reason

For over 100 years, professional printers have known that combining Black (K) with Cyan, Magenta and Yellow (CMY) delivers a wider range of colors and the richest blacks. Without black toner or ink, graphics and photos lack depth, and attempts to simulate black using CMY often result in shades of brown.

Sharper Details Where it Matters

Black toner delivers the sharpest edges and the most readable text. When layering CMY to create black, detailed edges may become fuzzy or show halos because of the overlapping toners.

Cost Savings

Black toner delivers true black at a lower cost. Mixing CMY to simulate black uses more toner than just using black alone. Imagine the cost of running an inkjet printer to print text documents using CMY ink in place of using less expensive black ink? That's just crazy.

Both the OKI Pro8432WT and Pro9541WT give you the option of using black toner, especially important when decorating white and light-colored materials. The 5-color Pro9541WT gives you both Black and White all the time, while the OKI Pro8432WT offers the ability to swap between using CMY+Black and CMY+White.



With Black Toner

Without Black Toner



Straight Through Paper Path - Less Pain, More Gain

Single Pass Color™ technology and the straight through paper path engineered by OKI allows for faster print speeds, minimal paper jams, and supports thick & specialty media with ease.

Coatings on transfer media can be susceptible to rubbing off. OKI's straight through path avoids bending and scraping media.

OKI Makes White Printing Easier!

Along with superior color control, intelligent color matching, and color calibration, OKI technology provides smart features to help you optimize the use of white.

The Pro9541WT is the only digital transfer printer that gives you both automated placement of white on existing designs, or the option to selectively control where and how much white is used by handling white as a spot color when using CorelDRAW and Adobe applications.

High-end features such as trapping are built into the OKI Pro9541WT, delivering the cleanest edges around your designs.



Trapping feature eliminates "white borders"

Low Cost, High Profit!

The toner cost for this Surf Beach shirt is just 24 cents when using the Pro8432WT and only 18 cents using the Pro9541WT.

The toner included with a new Pro8432WT can print 1,400 copies of the Surf shirt and a new Pro9541WT can print 3,500 copies before having to add white. Making a profit of \$7 on each shirt sold delivers \$9,800 and \$24,500 respectively.¹



	4-Color Stations		5-Color Station
	Pro8432WT	Competition	Pro9541WT
	4-color digital LED printer	4-color digital laser printer	5-color digital LED printer
Engine Manufacturer	OKI Data	Third Party - Rebadged	OKI Data
Open Platform	Yes	No	Yes
Colors			
True Black	True Black or Composite Black	Composite Black Only	True Black
Black/White Swapping	Yes	No	Not necessary
Transfer Media Size			
8.5" x 11" (Letter)	✓	✓	✓
11" x 17" (Tabloid)	✓	✓	✓
11.8" x 19"	✓	✓	✓
12.6" x 19" (Tabloid XL)		✓	✓
13" x 19" (Super B)			✓
Paper Path	Straight-through	Bends 90 degrees/Z-path	Straight-through
Print Speed ²	Up to 9 ppm for 11" x 17" transfers	Up to 12 ppm for 11" x 17" transfers	Up to 12 ppm for 13" x 19" transfers
Durability	LED printers have longer life spans and fewer repairs – no moving parts	The moving parts required by laser printers leaves them susceptible to breakdowns	LED printers have longer life spans and fewer repairs – no moving parts
Resolution	1200 x 600 dpi	1200 x 1200 dpi	1200 x 1200 dpi
Price	\$7,240	\$9,995	\$13,649
Warranty ³	<ul style="list-style-type: none"> • 2-year on-site for printer • 5-year on LED printheads • More than 300 technicians available nationwide come to you 	<ul style="list-style-type: none"> • 1-year warranty (not on-site) • Replacement part sent to you • Machine repaired off site by technicians then returned when repaired 	<ul style="list-style-type: none"> • 2-year on-site for printer • 5-year on LED printheads • More than 300 technicians available nationwide come to you

What's the big difference?

ADVANTAGE: OKI

- ✓ OKI's open platform gives users media & RIP options – so you're not locked into a single solution.
- ✓ 2-year on-site warranty
- ✓ Larger media sizes
- ✓ OKI's single pass technology and straight-through paper path
- ✓ True Black – more colors, better details, and savings
- ✓ Pro8432WT flexible black/white toner swapping offers true black for critical projects
- ✓ 5-station advantage: Pro9541WT has largest color gamut available and the most options for controlling white
- ✓ Intelligent White controls built into the Pro9541WT including spot color White and trapping



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