

**Fast,  
Efficient,  
Affordable.**

Get the job done  
with the speed and  
quality of OKI's new  
C712 Colour LED  
Laser Printer.



## You Only Have Two Minutes To Impress Customers

Research shows that 45% of customers who walk into a store leave within two minutes. How do you create maximum impact in this short space of time?

External signage, in-store displays and POS materials are vital in attracting customers to your store and helping them navigate around your best offers, keeping them interested longer.

Additional signage creates a positive user experience and helps to build the perception of a professional and appealing store.

## The Award Winning C700 Series

Small, powerful and eco-friendly, get the job done with speed and quality with the OKI C712n Colour LED Laser Printer. This A4 printer is ideal for any office workgroup, with flexible media handling, from A7 to A4 up to 1.3m length and 256gsm weight, you'll produce professional HD-colour quality in-house.

These ultra-compact, versatile and user-friendly printers come with an extended 3-year warranty\*\*\* for complete peace of mind.

With features like auto off - when the OKI C712n powers down to just 0.5 watts - optional duplex printing and Toner Save, you'll enjoy savings on energy and printer consumables.





## Retail Solutions For Garden Centres & Nurseries

Our Retail Solutions enable Garden Centres & Nurseries to produce an extensive range of visual communications and in-store advertising on-site, on demand, saving precious time. The ability to print on a wide range of waterproof media in different formats that is UV resistant for up to 12 months, enables retailers to optimise indoor and outdoor sales areas to improve the customer experience, advertise specific products and drive overall sales.



### Waterproof Plant Pot labels

Help customers visualise how plants will look when they bloom, with colour printing on waterproof pre-cut media.



### Waterproof Plant loop

Provide clear instructions to customers on how to care for their plants with colour printed waterproof plant loops.



### Waterproof Shelf Edge Labels

Provide clear pricing and plant specifications on waterproof shelf edge labels.



### Waterproof Plant Bed Cards

From indoor and outdoor signage displaying pricing and product information, provide customers with the information they need to help educate and persuade.



### Waterproof Self Adhesive Labels

Print on pre-cut waterproof self-adhesive labels that stick directly onto plant pots. Include information on plant names and price, as well as images of the flower type and colour.



### Waterproof Hanging Banners & Posters

With a range of different plants, shrubs and flowers, help customers navigate your store with clear hanging signage up to 1.2m in length, that is waterproof and self adhesive.