

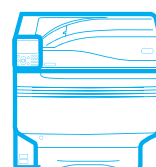


# TRANSFER PRINTING PROFIT GUIDE

OKI PRO SERIES PRINTERS

**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

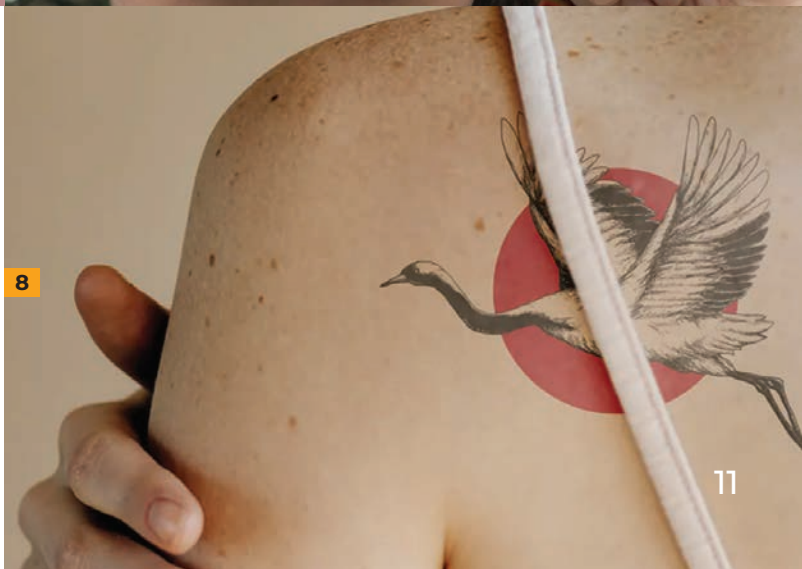
## **WATERSLIDE (HT)**

- 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          |
| <b>TOTAL COST</b><br>(per unit)                       | <b>6.50</b>   |
| Units per hour                                        | 20            |
| Unit Sale price                                       | 25.00         |
| Unit profit                                           | 18.50         |
| <b>ESTIMATED PROFIT</b><br>(unit profit x units/hour) | <b>370.00</b> |

Dark cotton  
tee



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

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         |
| <b>TOTAL COST</b><br>(per unit) | <b>14.00</b> |

|                                 |              |
|---------------------------------|--------------|
| Substrate                       | 20.00        |
| Paper                           | 3.00         |
| Toner                           | 1.00         |
| <b>TOTAL COST</b><br>(per unit) | <b>24.00</b> |

|                                                       |               |
|-------------------------------------------------------|---------------|
| Units per hour                                        | 12            |
| Unit Sale price                                       | 35.00         |
| Unit profit                                           | 21.00         |
| <b>ESTIMATED PROFIT</b><br>(unit profit x units/hour) | <b>252.00</b> |

|                                                       |               |
|-------------------------------------------------------|---------------|
| Units per hour                                        | 12            |
| Unit Sale price                                       | 45.00         |
| Unit profit                                           | 21.00         |
| <b>ESTIMATED PROFIT</b><br>(unit profit x units/hour) | <b>252.00</b> |

Light stubby  
holder



|                                 |             |
|---------------------------------|-------------|
| Substrate                       | 1.00        |
| Paper                           | .50         |
| Toner                           | .30         |
| <b>TOTAL COST</b><br>(per unit) | <b>1.80</b> |

|                                                       |               |
|-------------------------------------------------------|---------------|
| Units per hour                                        | 40            |
| Unit Sale price                                       | 7.00          |
| Unit profit                                           | 5.20          |
| <b>ESTIMATED PROFIT</b><br>(unit profit x units/hour) | <b>208.00</b> |

Dark stubby  
holder



|                                 |             |
|---------------------------------|-------------|
| Substrate                       | 1.00        |
| Paper                           | 1.00        |
| Toner                           | .30         |
| <b>TOTAL COST</b><br>(per unit) | <b>2.30</b> |

|                                                       |               |
|-------------------------------------------------------|---------------|
| Units per hour                                        | 30            |
| Unit Sale price                                       | 9.00          |
| Unit profit                                           | 6.70          |
| <b>ESTIMATED PROFIT</b><br>(unit profit x units/hour) | <b>201.00</b> |

Multi trans  
mugs



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

Chopping  
Board



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

## Drink Bottle

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

## Caps

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

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<sup>#</sup> **A3+**



Pro9541DN **A3+**

|                               |                                                                                                    |                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                          |
|-------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Colour Configurations         | CMY + White<br>Pro8432WT – Network                                                                 | CMYK<br>Pro9431dn – Duplex + Network                                                                                                                                                                                                                                                                     | CMYK + White or Clear<br>Pro9541dnWT – with White Spot Colour Kit<br>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 <sup>1</sup> | 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)  |

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



Get In Touch for all transfer media printing enquiries

**OKI**

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