

Beyond the Ordinary



Océ
Case Study



Printing for
professionals

Online Reprographics



Océ helps the people who make our world. Companies everywhere use Océ technical documentation systems in manufacturing, architecture, engineering and construction. Each week high-speed Océ printing systems produce millions of transaction documents, such as bank statements and utility bills. And in offices around the world, people use Océ professional document systems to keep the wheels of business and government turning. Océ is also at work in publishing on demand, newspaper production and wide-format colour for spectacular display graphics. It all helps our professional customers go "Beyond the Ordinary" in printing and document management.

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ColorWave 600

Online Reprographics with the Océ ColorWave 600 at its heart

Online Reprographics offers a personal service with a difference. Using the best-quality machinery and products at every point in the process, it understands business deadlines. Two of Océ's ColorWave 600s are helping it provide customers with the highest-quality finish.

Riding the online wave

Online Reprographics offers expertise, experience and a fully-equipped operation based in the heart of London, with additional locations in Islington and Southwark. It also manages onsite facilities for a number of its clients and has recently purchased the full ColorWave system for each of its locations.

As a company that specialises in servicing architects and design consultants, Online Reprographics has seen a steady growth in the number of colour plotting jobs it has received over the past year.

"We believe that plain paper colour is now a real requirement for our clients, and producing colour on inkjet plotters is becoming less viable," says Sales and Marketing Director John Foy. "As successful as this has been, the volumes are increasing and deadline times are becoming shorter. Trimming and folding by hand just doesn't make sense any more. Our clients design in colour and want to communicate their designs in colour."

From VectorWorks to InDesign, AutoCAD to QuarkXPress, Online Reprographics ensures that it keeps pace with the changing software packages its clients are likely to use. And to keep up with the latest printing technology, there was only one choice: the ColorWave 600. With the speed of nearly twice that of any CAD plotter on the market, the ColorWave allows for productivity without compromising quality. Online Reprographics' bid submissions are speeded up immensely with this technology.

Conducting more than 75 per cent of its business 'online', Online Reprographics believes the sustainable credentials of the ColorWave are an additional benefit that the new technology can offer.

"Using the combination of ColorWave technology and online printing and distribution, we believe we can offer a precise finish to our clients that doesn't compromise on green credentials," says John. "The pearl toner technology that Océ has developed appears to be a sustainable alternative to ink and toner-based products and, when combined with recycled bond papers etc, will deliver the most environmentally-friendly way to produce colour prints in our market. Combine that with our online submission software, and we believe we can offer a truly sustainable service."

Global is now local and, with the bandwidth capacity at Online Reprographics, the largest of files can be sent and received without delay. "Regardless of where a client is, they can upload files and we can print them in the most cost-effective way and distribute via our own delivery vehicles, postal services or overnight couriers," John explains.

"We can't overcome the final delivery, but online ordering and job submission has all-but-eliminated the traditional collection of work, halving the number of vehicles we need to keep on the road."

Having reviewed the alternatives on the market, Online Reprographics feel it made the correct choice in choosing the ColorWave 600s. "There's no point in sitting on the fence any longer," John believes. "Plain paper colour is here and we believe the Océ ColorWave system will be the core product at the heart of every reprographic firm operating in the near future."



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John Foy, Sales and Marketing Director, Online Reprographics

"That's why we have committed fully to this technology," he continues. "Whether it's major projects like the Olympics and Crossrail or standard planning applications, we see our clients demanding affordable and fast colour printing in the way they currently expect it in black and white."

"We believe plain paper colour is the future of our business, in which the ColorWave is an essential component."

Other Online Reprographics services include:

- Dry Mounting Service
- Onsite Print Management
- Plain Paper Printing
- A3/A4 Digital Colour Printing
- Large Format Exhibition Boards
- High Quality Graphics Plotting

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