



**A new era in flexible label printing -  
making great ideas stick!**

- Pro1040 (CMYK) Four colour label printer ✓
- Pro1050 (CMYKW) Five colour label printer ✓



# Versatile professional label printing for labels with impact

Packed with the latest in OKI digital LED technology, the Pro Series Label Printer takes creativity and flexibility to a new level, with professional four colour (Pro1040) and five colour (Pro1050) narrow-format printing across a wide range of materials.

Built to serve a wide range of print requirements, the Pro Series Label Printer delivers the best results every time. A true breakthrough in printing technology for the label industry, the Pro Series has unrivalled media handling capability. Printing on a wider range of media is now much easier with OKI's label printer, and can include uncoated, glossy and textured papers, as well as synthetics with a wide range of substrates which can be clear, opaque, white or coloured. The new Pro Series opens the door to a range of label media that inkjet label printers simply cannot handle, enabling businesses to say "yes" to new creative ideas and complex print jobs.

## Stand out from the crowd with professional, eye-catching labels

Every label has value and can make or break a product. A good label can capture the unique characteristics of the content, grab the attention of a passing shopper and ultimately sell a product and drive repeat purchases. With the same High Definition Colour printing and digital LED technology as OKI's Graphic Arts Printers, the Pro Series Label Printer brings creative printing to life with vibrant colours and high quality output at 1200 dpi.



# Make a lasting impact beyond the label

## Providing new solutions for day to day challenges

The Pro Series Label Printer brings creative printing to life with vibrant colours and high print quality. Ideally suited to brand owners and print houses, the Pro Series is designed to print any quantity from a single label to many thousands, reducing wastage and enabling you to print what you need. Rather than wasting valuable time and budget juggling different tasks, the Pro Series is straightforward to install and requires minimal training. Perfect for on-demand printing, rolls of different media types including paper and synthetics can quickly be exchanged, and consumables have a high capacity and are easily changed. Labels can be print and cut, produced using a roll-to-roll option and full-bleed labels can be printed using a matrix removal option.



## Bringing a new & unique dimension to printed labels

The Pro1050 includes the fifth colour option. Using white as a fifth colour allows much greater flexibility in the design of your printed labels. The white can be used as a background on transparent substrates, ideal for promotional and security labels placed on glass. White can also be used to create new exceptional designs on coloured or metallised substrates which are difficult to print using other digital printing technologies. Producing labels with a white typeface on a clear or coloured background is unique for a printer of this size. You can ensure your messages come across loud and clear without impacting the cost of the label.





# Printed labels as an on-demand service

With high-value heavy duty machines simply not geared up for small or speciality narrow-format label print jobs, many label resellers, print shops and print houses are currently forced to turn down customers with small label printing requirements.

Rather than disappointing valuable customers and seeing profit go to competitors, the Pro Series Label Printer plugs this gap with minimal training, flexible configuration and an internal printing capability across a wide range of tasks.

For high street print shops and small print houses, this provides the ability to launch new on-demand short-run colour label printing services. Open the door to a lucrative new revenue stream and customer base, by offering personalised and highly individual labels.

Remove any proofing delays and print immediately from your design application, producing the exact quantity of labels you need.



## Product labelling

For brand identity for food, beverages and household goods, the Pro Series can be used across a range of narrow-format label types, bringing the best results for all kinds of printed label. Outdoor use labels, freezer and cold-storage labels, or labels for standard store cupboard products, the Pro Series can deliver them all. It can easily handle short-run label demands across a range of media types, unlocking a choice of options on coloured labels and formats.



## Just the ticket for retail and events printing

For special events and theme parks, batches of entrance passes, wrist bands and ID badges can all be printed on the Pro Series Label Printer. The LED dry toner technology delivers a high quality print, which is rugged and waterproof.

Security tagging labels can be printed with the option of incorporating special features such as 'void if removed' backing in the design, to avoid counterfeits.

A clear way to show any attempt at interfering with products or packaging, if the label is removed.



## Robust waterproof printing for industrial & outdoor labelling

Containing crucial safety information and other essential warnings, industrial chemical labels are subject to stringent standards and mandatory controls. Under EU rules, some two-colour labels must survive for up to three months underwater without the label or printed matter coming away or significantly disintegrating. Using the synthetic 'Teslin' material, the Pro Series Label Printer can be used to produce multiple-colour narrow-format waterproof labels that have been tested to survive underwater for the duration of the EU-mandated period. This waterproof printing capability also lends itself to other industries including horticulture, where plant and tree labels must withstand wet conditions and be resistant to UV fading for up to one year.



# Delivering on a whole range of business needs

OKI's Pro Series Label Printer makes it easier than ever to print labels in-house. Quick to configure and cost effective to manage even very small print runs, there's no longer any need to stock large quantities of pre-printed labels from external print houses, saving space, time and money. Using the flexible device, on demand printing is fast and hassle free, making personalised labels for clients or web customers an affordable option.

For high street print shops and small print houses, this provides the ability to launch new on-demand, short-run, colour label printing services, opening the door to a lucrative new revenue stream and customer base.

Using the Pro1050 white toner option, vehicle number plates can be printed, up to the maximum media width of 130mm. OKI's digital dry toner technology allows printing on a wide choice of number plate film or reflective media without being penalised on performance or print quality. High speed printing of plates individually, or in batches using the media rewinder, supports car fleet companies with their efficient delivery of vehicles.



Special label stock is available which has instant tamper-indicating properties. This reveals a 'VOID' message upon label removal. Typical applications include automotive and electronic component labelling, security seals, warranty and asset tracking identification. Labels with special adhesives which are very difficult to peel off can be printed using the Pro Series.

Labels which inform consumers of product energy ratings and advice are increasingly used in consumer electronics. Household electrical products require labels with long term adhesion and clean removability. OKI's Pro Series Label Printers can be used to print these label stocks, without affecting the material construction of the label. Label stock can be clear or opaque, utilising the 5th colour to enhance the label design.



<sup>1</sup> Optional software upgrade required.

<sup>2</sup> Media list available (all media should be pre-tested before ordering in quantity).

# Pro Series Label Printer

## Printer & Unwinder

Available with four colours CMYK or five colours CMYK + White.

Printer supplied with the unwinder and a three pin UK and two pin euro power cable.



## Software

Industry-leading BarTender design and print software is included with every Pro Series Label Printer. Simple commands make creating new designs and templates easy, even for beginners. Featuring all the tools needed to design attractive labels, a range of built-in options also make BarTender sophisticated enough for professionals to carry out more complex tasks such as barcode creation, data import and Variable Data Printing <sup>1</sup>.

Low volume and high customisation labelling can be managed through BarTender. You can also use standard design software packages such as Illustrator, or application specific software, printing through the PCL or PostScript driver.



## Ordering

Printer	OKI Part Number
Pro1040 (4 colour) printer & unwinder (230V AC)	46672003
Pro1050 (5 colour) printer & unwinder (230V AC)	46672103
<b>Consumables</b>	
Toner & drum (Yellow)	46844011
Toner & drum (Magenta)	46844012
Toner & drum (Cyan)	46844013
Toner & drum (Black)	46844014
Toner & drum (White)	46844015
Fuser with exit unit	46672506
Belt unit	46672305
Waste toner box	46672402

## Business Printing Specialists

OKI's printer division is a global business-to-business brand dedicated to creating cost effective, professional in-house printing solutions which are designed to increase the efficiency of today's and tomorrow's businesses and their workflows. As pioneers in innovative print technologies from digital LED to High Definition Colour, we have a portfolio of award winning products and solutions enabling businesses to achieve both image focused, vibrant, quality print communications and budget flexibility.

OKI presents a full range of A3 and A4 colour and mono printers and MFPs, for workgroups and businesses of all sizes with superior media-handling capabilities. In addition our fax, POS and dot matrix printers complete our range of print solutions. These best in class products are designed to be easy to use making the job of in-house print easier.



### Considering the Environment

As part of the OKI Group's Charter of Corporate Conduct, OKI continually reviews its efforts to provide environmentally sound solutions to its customers:

- Our products are designed and manufactured with reducing the impact on the environment in mind.
- Increasing the amount of our hardware products and consumables that are recycled is one of our strategic objectives.
- We feel responsible for conducting our business in an environmentally sound manner, contributing to conservation and activities within our local communities.

OKI's Green Leaf symbol, found on all products and packaging, represents our total commitment to collection, recycling and environmental processes.



### High Definition Color

High Definition Color is OKI's own unique set of market defining hardware and software technologies. Together, these components deliver unsurpassed colour printing simply, intelligently, and with perfect results.

### Great colour starts with OKI



### 20 years of LED Technology

OKI pioneered the development of digital LED technology in printers over 20 years ago. This innovation delivers High Definition printing – for more accurate, striking printed documents. Thanks to this digital LED technology, our printers are compact, environmentally friendly and energy efficient, using significantly less raw materials in the manufacturing process and consuming less energy. LED print heads have no moving parts, making our LED printers robust and ultra reliable.

Making great ideas **STICK**