

# Introducing the OKI Pro7411 WT

Colour + White toner printer



The ultimate solution for affordable  
full colour transfer production

# The power of printing with White

CMYW –  
unique white toner  
printing, from  
TheMagicTouch

Extend your creativity to beyond CMYK. Printing in solid, sharp and bright white is now as easy as printing in any colour. Just think of the possibilities. This innovation in printer technology removes one of the last barriers to creativity and design that organisations face when delivering their concepts, graphics and promotional merchandise...

...how to print high quality solid white graphics and text, alongside vibrant colour, on clear film or transfer materials practically and cost effectively.

Up until today there was no simple solution.

Thanks to this breakthrough in printer innovation, OKI has made printing in any colour you desire including white, simple and affordable! Combining High Definition A4 LED colour printing with white toner technology, OKI's Pro7411WT offers media versatility and cost effective printing for a wide range of applications that in the past would have required expensive proofing or manual printing techniques.

This ground breaking printing technology makes it possible for any organisation to extend their use of coloured media, clear film and transfer media in a simple, easy to use and reliable device, ensuring colour and image integrity and delivering fast accurate printing.



## Printing using colour + white, the opportunities are endless

White toner printing offers designers, graphics studios, point-of-sale manufacturers and a range of other graphics based businesses a new flexibility in their printing, proofing and production, enabling them to print in-house what they need, when they need it.

Gone are the days of having to screen print coloured paper and card to get white lettering or graphics.

The OKI Pro7411WT Colour + White toner printer prints solid white onto a wide variety of media and can also be printed over other colours to create a new vibrancy of print on dark backgrounds. T-shirt and merchandising transfers, short-run packaging and concepts, window graphics and clear film, stationery, invitations, menus and more; now you can breathe new life into all of these with a printer that removes the design barriers presented by traditional CMYK printing.

Add to that the outstanding graphics quality provided by OKI digital LED technology and you have a revolution in printing for the graphics, design and merchandising sectors.



# In-house printing just got smarter – in any colour including white

We pride ourselves in providing smart solutions that answer the needs of businesses large and small, focusing on product innovation and high quality colour and mono output that puts printing back in the hands of businesses.

OKI's Pro7411WT provides users with fast, high quality colour printing alongside the added benefit of printing in white, without the expense usually associated with this type of printing.





## A first for digital printing

Well regarded by graphic based industries for its high quality output the OKI Pro7411WT offers the same speed as a CMYK digital LED printer. It is simple to operate.

Now you can achieve vibrant full colour printing plus white, an advantage to any graphics business offering individual and short run display materials, bespoke stationery, concepts, t-shirts or promotional merchandise.

Printing on a wide range of media and paper, the Pro7411WT combines the reliable technology usually associated with OKI printers and the ability to print vibrant colour and white graphics on transparent film and dark coloured media.

OKI offers a three year onsite warranty (on registration of your product), demonstrating confidence in the reliability of these devices.

# SpaceControl, exclusive powerful software utility



The TMT OKI Pro7411WT comes complete with SpaceControl - a unique utility, designed and built by TheMagicTouch to help users maximise the power of the OKI Pro7411WT.

Importing your graphic into SpaceControl is simple and once done you can use SpaceControl's powerful features to; flip your image to mirror, for effective use of transfer media, adjust the brightness of your image, scale and rotate your images for best fit on your page - even tile your image for easy imposition of multiples on a sheet.

But the heart and soul of SpaceControl is the ability to specify where and how much white toner you want. SpaceControl presents the user with a simple interface, utilising sliding controls to adjust selection and density of image areas. These settings can be saved as pre-sets for different medias/ substrates to make user experiences as simple as possible.

As well as image controls, SpaceControl is configured with all the paper types currently in production by TheMagicTouch. These settings give optimal performance on our medias and feature the new WoW 7.8.



The OKI Pro7411WT and SpaceControl are truly groundbreaking, but amazing as a printer may be – without equally exceptional media it can never truly show it's power. TheMagicTouch are world leaders in the transfer paper business and have the media to bring laser printers into their own...

#### WoW 7.8 – textiles and garments

Evolved from WoW 7.2 – the all new WoW 7.8 transfer paper, developed with the OKI Pro7411WT in mind, enables full colour images, logos and photos onto dark garments and fabrics. The unique patented process does not involve any weeding or cutting. And unlike the superb WoW 7.2, eliminates the need for separate masking of the image.

Dark garment decoration onto cotton, polyester, leather, nylon and most textiles is made simple.

#### CPM 6.2 – hard surface products

For application onto various non-porous hard surfaces 6.2 excels. Print metal dials, plaques, ceramic mugs, wood, leather, point of sale materials, binders, diaries, CDs, PU coated materials, menus, conference folders and much, much more.

CPM is a truly versatile material, perfect for hard surface transfer in a multitude of industries. The use of white toner technology and SpaceControl ensure it's ever expanding growth into areas featuring previously impossible surfaces.

#### CL Media – stickers, labels and signage

A range of specialist media for colour laser copiers and printers. Permanent adhesive for indoor and outdoor use including clear adhesive backed materials ideal for labels & stickers.

Also in the range is Clear Cling, a material developed to adhere to glass with no glue. Perfect for window displays and car stickers – which can now show coloured images, backed with white toner to provide vibrancy against any background.

#### Tattoo 2.1 – temporary tattoo transfer

Unique and safe development for the application of temporary tattoos directly onto skin. Tattoos typically last 3-5 days, but can be removed immediately if required by application of soapy water and elbow grease!

Now possible, with the introduction of the OKI Pro7411WT, are tattoos containing white! This can provide visibility and vibrancy of colour against any tone of skin or coloured nails.

A fantastic product for the promotional market.

The above is just a sample of transfer media available from TheMagicTouch (and specifically with the OKI Pro7411WT in mind) – our range is constantly expanding and the applications are truly endless.



### Features at a glance

Description	A4 colour printer
Print speed	A4 plain paper: 34ppm A4 transparent: 8ppm
Processor Speed	533MHz
Memory RAM	Standard: 256MB Maximum: 768MB
Paper Sizes	A4, A5, B5, A6
Dimensions (H x W x D)	390 x 435 x 604mm

# TMT Enhanced OKI Pro7411WT Pricelist

## Base Unit £1995.00

34 ppm colour.  
 Photo Enhance Mode - ProQ2400 Multi-level technology  
 1200 x 600 DPI - Auto Colour Balance  
 Straight paper path for fewer paper jams  
 High capacity mono toner cartridges.  
 Hi-Speed USB



## Unique and Exclusive TMT Firmware + Media Drivers

ITEM	RRP	YIELD @ 5% PER COLOUR	COST PER PRINT
White Toner Cartridge	310.70	6000	0.051
Cyan Toner Cartridge	152.15	10000	0.015
Magenta Toner Cartridge	152.15	10000	0.015
Yellow Toner Cartridge	152.15	10000	0.015
White Imaging Drum	144.38	6000	0.024
Cyan Imaging Drum	100.33	20,000	0.005
Magenta Imaging Drum	100.33	20,000	0.005
Yellow Imaging Drum	100.33	20,000	0.005
Transfer Belt Unit	86.10	30,000	0.002
Fuser Unit	110.25	30,000	0.003
<b>Total Cost per Full Colour A4 print</b>		<b>Approx. 14p</b>	<b>0.14</b>

\*\* All consumable items have a 90 day warranty against manufacturing defect or failure \*\*

\* 5% YIELD PER COLOR IS 20% COLOUR COVERAGE PER A4 SHEET

**THIS CHART IS FOR ESTIMATION ONLY**



### Considering the Environment

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



### CarbonZero Manufacturing Facilities

OKI's three main production facilities have been made "CarbonZero" in a bid to slow down global climate change.



### High Definition Colour

High Definition Colour 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.



### 20 years of LED Technology

LED technology uses 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.



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