

TEXTURED PAPER BRINGS STYLE TO INVITATIONS

Printing with specialty papers can add dimension to printed pieces

High-end invitation pieces have traditionally been time consuming and difficult to produce. However, textured, elegant invitations with clean designs still hold a significant amount of appeal for broad audiences and can serve a range of uses. For example, custom wedding invitations have seen an increase in demand as more brides and grooms-to-be are abandoning traditional designs for more styles and personalization.

C942



THE ADVANTAGE OF NEW TECHNOLOGY

Thanks to ever-evolving paper and print technology, specialty paper is being successfully and efficiently used by a variety of businesses to create invitations in new and exciting ways.

Specialty papers are known to improve response rates, enhance engagement, and boost sales with personalized, impactful, and extraordinary invitations. It is clearly an opportunity for businesses to stand apart and get noticed.

UNIQUE TECHNIQUES

The technology to produce these specialized invitations is available in the form of the C942 digital color production printer. The C942 allows users to easily incorporate unique techniques, and deliver the value provided by both white and color on colored and textured stocks.

The printer's high flexibility in media handling and print, combined with excellent compatibility with Neenah® digital media, allows for cost effective, short runs. The C942's unique printing capabilities are perfect for a range of industries and businesses including wedding and events, print shops specializing in invitations, philanthropic organizations, and much more.

High quality prints can also be easily created using Neenah® Linen papers (Royal Sundance®/Classic®), SoSilk® and StarDream® elegant/shimmer papers, the felt-like finishes of Plike®, and the softness of ESSE digital. These papers in combination with the C942 can provide print shops with exciting new offerings in dramatic styles and warm, luxurious textures.



Invitations printed on Neenah Environment® paper.

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PRINT FOR PROFIT

The C942 prints in CMYK, CMYK+White, and provides maximum return on investment. For example, printing in quantities of 50–250 can yield profit margins of 75–85%* for these high impact prints. Custom invitations can yield more options for high-value, high profit jobs, using unique textures, white and elegant colors. Additionally, the C942 provides an opportunity to generate new revenue streams by eliminating outsourcing and bringing improved production capabilities in-house.

IT'S EASY

The compatible, easy to use C942 represents a new generation of digital production printing devices capable of easily and affordably creating dramatic, color-on-color invitations. It provides an instant competitive advantage to users along with the opportunity to create new and recurring revenue streams that deliver high-value and high-profit.

For details on printing with white or color on textured paper, please visit the [OKI Creative Labs channel](#) on YouTube.

NEENAH

PRINT COMPATIBILITY

- Neenah Environment® papers are made from 100% recyclable fibre from 100% renewable energy, and are compatible with OKI color digital printers.
- Neenah RoyalSundance® papers come in 5 finishes: felt, fibre, smooth, linen and laid.
- Neenah Stardream® and SoSilk® papers come in a variety of shimmer finishes to create luxurious results with OKI color digital printers.

FEATURES AND BENEFITS

- Colored backgrounds can be used for high impact marketing
- Shimmer and Pearlized colors including Fine Gold, Copper, Emerald, Opal, Sapphire and Onyx
- Vibrant colors include Orange, Yellow, Red, Green, Blue and Black
- Excellent image quality and color when printed on OKI® digital printers
- Easy set-up and print
- Cost effective to use, more affordable and easier to print

Specifications are subject to change without notice.

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