

TOSHIBA

Print on various materials

In-house printing helps to save expenses for tourist office



The Ousyuku Hot Spring Tourist Office promotes local accommodations and offers a sightseeing guide to the hot spring and surrounding area. It wants to attract tourists with impressive promotional materials that will encourage visitors to come back again and will generate good reviews.

Small lot production of promotional materials – especially, clear plastic folders – was considered difficult. But Toshiba's e-STUDIO2505AC changed all that. Now, thanks to the combination of this Toshiba MFP and special on demand clear folders, they can print in-house in small lots, without outsourcing, which in any case is usually only possible with large orders.

SUCCESS STORY

Customer: Ousyuku Hot Spring Tourist Office
Country: Japan
Industry: Tourism

TOGETHER
INFORMATION

THE CHALLENGE

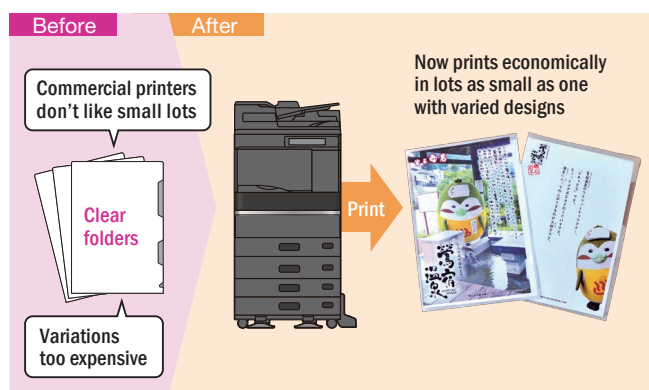
The Ousyuku Hot Spring Tourist Office wanted to produce a promotional tool using clear folders. Until the Toshiba's e-STUDIO2505AC, that meant commercial printing lots over 1,000 which was not very economical or practical.

THE SOLUTION

Mr. Makoto Uemura, the Executive Director of the Ousyuku Hot Spring Tourist Office believed that the Toshiba e-STUDIO2505AC could handle the problem since it is compatible with a range of special kinds of papers, making the in-house small lot production of even a single clear plastic folder viable.

It was just what was needed, offering

- 1) Just the number or printed sheets needed -- when needed -- easily
- 2) Superb color reproduction of photos enabled by newly developed image processing technologies and toners
- 3) In addition to clear plastic, the e-STUDIO2505AC is compatible with a wide variety of special papers including waterproof papers and waterproof stickers -- using new print settings optimized for each special paper. This new printing capability offers flexibility in producing a diversity of promotional and other materials.



THE RESULT

The quality of the plastic folders is excellent so it was decided to commercialize them. They have been selling very well. The Ousyuku Hot Spring Tourist Office is planning to produce variations such as seasonal designs, and also expand sales venues from its office to local inns or hotels.

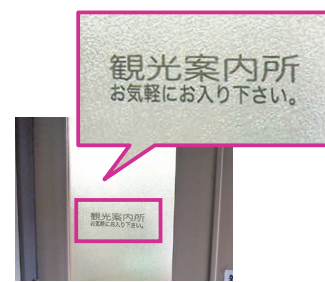
Responding to requests from inns and hotels, the Association has also started producing posters and event information signs, in addition to special 1,200 mm long sheet banner papers for dining and meeting rooms.

For use inside the Ousyuku Hot Spring Tourist Office, they created door signs using removable type waterproof stickers for glass surfaces. They are easy to apply, remove and re-apply, with many applications.

Mr. Uemura is positive: "we are confident that the e-STUDIO2505AC can print on many kinds of special sheet materials including waterproof papers and stickers of all sizes. We'd like to try many more materials and applications to attract tourists."



Photo printed clear plastic folders as gifts to children



Transparent entrance sticker on the door

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