

## AT YENES FOTOGRAFOS "A PHOTO IS NOT A PHOTO UNTIL IT'S PRINTED"

Belen and Mar have established Yenes Fotografos 20 years ago in Burgo Centro, a shopping mall located in Las Rozas de Madrid. Over the years, they have built a loyal clientele thanks to their enthusiasm and constant commitment to offer the best possible quality of service. Always searching for new photo printing solutions to improve their business, the two entrepreneurs were among the first ones in Europe to replace their former system with a DNP DS-Pro1 minilab.



### **How important is photo printing to your business?**

*For us a photo is not a photo until it's printed. Photo printing is not only our core business with nearly 100% of the store's turnover; it's also something like a 'philosophy'. Our printing activity splits between ID photos for almost 50%, customer photos for 40% and our studio photos for the rest.*

### **What are the best-selling photoproducts?**

*Regarding print sizes, besides the classic 10X15, the 15x20 ranks before the 13x18. When it comes to photo gifts, although sales depend on seasonality, we can say that calendars are our bestsellers.*

### **What is the profile of your customers?**

*The majority of our clients are between 35 and 50 years old and print mostly photos of family events. Our younger clients have different printing habits, usually they don't print a big number of the photos at once but*

*they print more often. The elderly clients are becoming more familiar with digital photography but they remain much attached to photoprints, so when they figure out how easy it is to print photos from digital devices, they become regular customers.*

### **What made you decide to replace your previous photo printing system?**

*After 8 years of use, we were very frustrated with the endless maintenance issues and recurring calibration needs of our previous system. In addition to the couple hundred euros in monthly maintenance fee, we also had to pay regularly for the replacement of wear parts. The cost for black and white prints was different from the cost for colour prints. In the end, with all the hidden costs, it was not possible to evaluate the exact cost per print, but it was obviously more expensive than initially expected and this had a negative impact on the profitability of the store.*

**Why did you choose the DNP DS-Pro1 minilab?**

We were determined to change to an alternative technology but we did not want to make any compromise on print quality because that is the number one reason for our customers' loyalty. We did not know much about dye sublimation; it was our supplier who proposed us to try a DNP printer to assess whether it could meet our requirements. We were quickly convinced by the print quality and it did not take long to realise that dye sublimation systems required very little maintenance. Exactly what we expected!



**Now that you have some experience with the DNP DS-Pro1 minilab, what do you think are its main advantages and disadvantages?**

For us, the main advantages of the DNP minilab are the excellent print quality, the absence of daily maintenance and the low and predictable print costs. Globally, we are very satisfied with the DNP system that improved our print production as well as our working conditions.



**How did your customers perceive the change of equipment?**

Our historical customers were positively surprised by the high print quality of the DNP printers, even for black and white photos, and by the thickness of the Premium Digital paper as well. We also received some compliments about the more "professional" and modern look that the new order terminals gave to the store. We even gained new customers through word of mouth after we changed our system.

**Did you notice any changes in your customers printing habits during the pandemic?**

Yes, the biggest change regards the ordering process that has changed because of the successive lockdowns and circulation restrictions. Currently the majority of our customers order photo prints via our web interface, then come to collect them at the store.

**As a conclusion, would you recommend the DNP DS-Pro1 minilab to your fellow photo retailers?**

In this delicate period, especially for small enterprises like us, we believe that it is important not to fall behind in technological advances that can help our business. So yes, absolutely! Actually, we have already recommended the DNP system to our Belen's own sister who also runs a photo printing business.