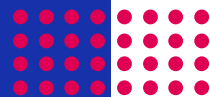




MINILAB FOCUS

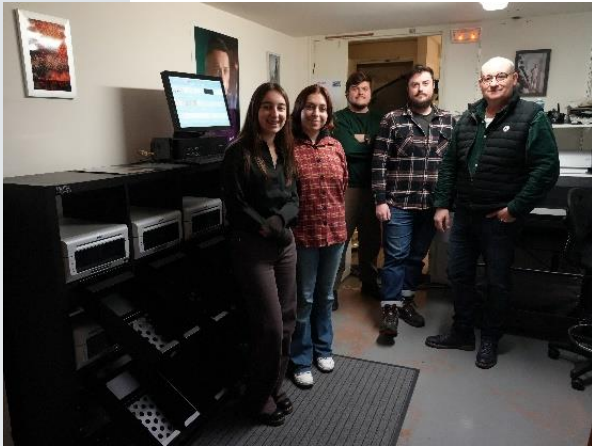
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DNP | Photo Imaging

www.dnpphoto.eu

Intro.



In 1999, Xavier Martino took over the management of the Martino Studio in Chartres, a family business founded by his father in 1959. In his 40 years in the business, Xavier Martino has opened 7 boutiques, but has decided to concentrate his activities in one of them, offering a wide range of photographic services thanks to a team of 10 people (and 2 photographers as back-up for reportage work).

INTERVIEW

Xavier Martino, director of Studio Martino

How important is the photo printing business in your store?

Within the store we have 2 main activities: photo printing and photo equipment sales.

Photo printing is the main activity in our store. Throughout the day, our customers come to print their photos on our terminals, for ID photos, which we produce in a dedicated area of the store using the DNP ID600 ID printer, or for professional prints such as portraits, wedding and school photos.

In terms of print volume, we produce around **400,000 prints per year**, all categories combined. But it's mainly **professional printing: school photography and reports** (for local authorities, the département, the region, companies) that generate **the highest volume**. The identity business is also very profitable.



What role does schooling play in your photo printing business?

I started the school business in 2005 and there are very few of us doing school photography at the moment. Our school photography service is completely in-house, from photography to printing, to ensure a quality service and to differentiate ourselves from our competitors who outsource this service.

Our schools business is aimed at **nursery, primary, junior and senior schools**, but we also cover **graduation ceremonies and football clubs**.

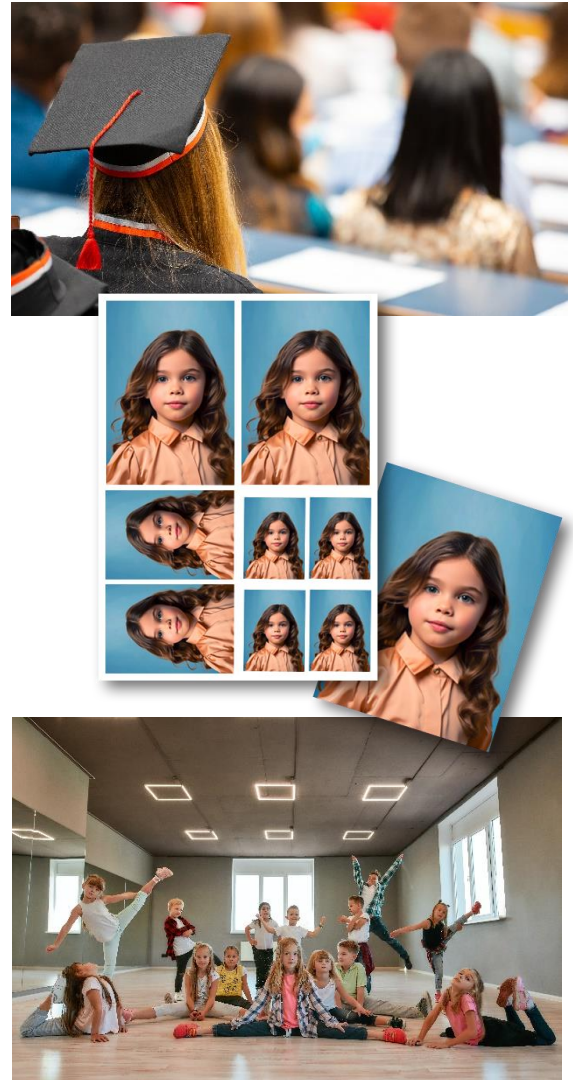
The schools sector is subject to strong seasonal fluctuations, particularly between September and December, when demand for school photos is particularly high.

During this period, our business is at its peak, running almost 16 hours a day, starting in the morning with photo shoots in schools in and around Chartres.

In the past, we had to wait several months between the photo shoot and payment. Now, the automated online ordering system we've chosen takes over the entire management of school orders. Once a school has been processed (photos taken and orders placed by families), we close the school file and receive the print-ready files with the photos already mounted on 20x30cm sheets.

It's very easy for families to place their orders online: they choose the formula and can view the rendering of the selected photo plates in the gallery. This also reduces paper waste.

The school business in my shop generates around 30,000 prints a year. In terms of turnover, a small school brings in between €1,800 and €2,000, while larger schools bring in up to €12,000.





How long has the photo shop had a Minilab system?

When I started, I only had a film processor. Every night after work, I would go to my father's lab to develop my photos. Around 1985-1986, after a few years in business, I bought a second-hand silver minilab. I went on to buy several different brands of minilabs from different shops.

When DNP came out with their first digital minilabs, the Nexlab 2000, I kept my silver minilabs and integrated DNP's into my installations.

Last year was difficult because we had a silver minilab that was at the end of its life and was breaking down frequently. I contacted Sébastien (Sales Director) to explain my needs and requirements. We installed 2 minilabs: a DS-Pro 1 to support the school photography business and a DS-Pro 1 Premium to print customer orders.

For the school DS-Pro 1, a new feature has been added to the DSLab software to easily manage orders from different classes/schools. Special paper holders have been developed to store large quantities of prints.

I must say that we're extremely pleased with the transition: the launch has been a success.



DS820 printers + dedicated photo paper trays

What motivated you to choose a Minilab DNP?



The main advantage of the Minilab DNP system is its **modularity**. If I'm working with even more schools tomorrow, I can add more printers, or if activity drops, I can move them elsewhere.

The system gives me a degree of flexibility: you don't have to turn on all the printers, you just adapt them as needed. We can also start printing in the evening, load the printers and get 1,000 photos the next day. You can't do that with a big silver minilab because it can't hold 1,000 20x30cm photos and it needs more maintenance.

Compared to the Minilab competitor, DNP printers offer greater peace of mind: there are fewer problems and in the worst case - a paper jam, for example - only one printer stops working.

In addition to these advantages, I chose a Minilab DS-Pro 1 Premium for **environmental and practical reasons**: no maintenance compared to inkjet (e.g. no clogged nozzle, no cleaning). With thermal printers, there's nothing to do: staff are no longer mobilised for cleaning and can concentrate on other tasks.

Another advantage of the Minilab DS-Pro 1 is its **low power consumption**. In fact, DNP printers consume very little power, allowing you to reduce costs and increase profitability.

Compared to silver halide, the quality of dye-sublimation photo prints remains consistent even after long periods of inactivity. It also offers brighter colours, which is perfect for our school photo applications.



***DNP offered me a modular system
that met my needs perfectly.***

Paper costs a little more, but the difference is more than offset by the savings in maintenance and electricity that the Minilab DNP system brings.

I had 3 options for my school activity:

The first:

Go back to a silver minilab, but I didn't want to go back to chemistry, which requires maintenance and is out of date.

Second:

Go for an inkjet system. I was initially tempted by the print quality.

Third:

Choose a minilab DNP system. I chose this solution because I was completely convinced by the scalability of the system.

DNP was able to offer me a **modular** system that met my needs perfectly. I was looking for a solution that would allow me to have good quality prints, in order and **without having to sort them** manually, which is the case with the Minilab DS-Pro 1.

How has this affected your school business?

The DS-Pro 1 Minilab has enabled me to increase my productivity by printing more photos in less time, and to increase my school's volume by 30% compared to my old system.

For example, a junior high school prints about 3,000 or 4,000 photos, and a large high school with 1,500 or 2,000 students prints 4,000 or 5,000 photos. It used to take me 2 or 3 days to print, but now we print all the photos in one day.

In total, it takes about an hour to print 1,000 20x30 photos.

What are the 3 words that best describe your experience with your DNP Minilab solution?



Collaboration, convenience and efficiency are the three words that best describe our experience with the DNP minilab solution.

Convenience, because the DS-Pro 1 minilab is a modular solution that meets my needs, especially for school work. Beyond the equipment, the DNP teams are responsive and the collaboration with both sales and support is fluid.

I've also increased my productivity thanks to the efficiency of the DS-Pro 1 minilab, making it a really cost-effective solution.

I would recommend the DS-Pro 1 & DS-Pro 1 Premium minilab systems to other shops.

Several professionals have already contacted me and my response has always been positive.

To find out more about our thermal and educational Minilab solutions, please contact our sales team [by clicking here](#).