

## EXPANDING BUSINESS BY SAVING PHOTOS FROM DIGITAL OBLIVION

Established in 1980 in Ostuni, a town of 30,000 inhabitants in southern Italy, Moro Fotottica is a store specialising in optics and photo printing. In the following interview, owner Gianni Moro tells us about the solutions he has found to effectively manage in parallel these two activities that are both essential to the success and sustainability of his store.



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

*Photo printing is strategic for us because it increases store traffic and encourages customers to come back more often. This service represents about 25% of our total turnover and more in terms of margin as it does not require a quarter of our working time, especially since the installation of the DS-Pro1 minilab.*

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

*There is no specific profile. It ranges from those who need passport photos to teenagers who print photos from social networks. Photos of family events are always very popular with grandparents, but not only! The vast majority of our customers want instant prints and their average order is around 20 prints. Younger people usually print fewer photos per order and like fun photo prints with effects, while our older customers print bigger orders with larger print sizes.*

### **Which photoproducts are your bestsellers?**

*In our store, the most popular photo prints are, in order, 13x18, 10x15, passport photo and 15x20 sizes. Then come the prints with effects and the 20x30 prints.*

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

*After using traditional wet minilabs for more than 15 years, in 2005 we switched to a dye-sublimation minilab connected to two self-service terminals. The main reason why we decided to change this system is that despite updates over the years, the transfer speed of photos, especially from smartphones, no longer met current requirements. The long wait times and frequent transfer errors were making customers impatient, causing them to print fewer and fewer photos. I also wanted to expand the displays of print-related products without reducing customer capacity or print productivity.*



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

After considering different alternatives, what first attracted us to the DS-Pro1 was the speed and ease for uploading photos to the SnapLab-Pro order terminal, especially from smartphones with Wi-Fi transfer. Since the DNP system is much faster and flexible, we were able to replace our two previous order terminals with only one from DNP. This freed up the space we wanted to reorganise our sales area and display more high value-added products such as photo frames. The option of switching the minilab operator terminal into a second order terminal for customers in case of heavy traffic was another advantage. Speed, compactness and flexibility were big improvements from efficiency and aesthetic standpoints. The countless creative possibilities for customising the photo prints, which exactly matched our customers' expectations, also guided our choice. Finally, the open architecture of the system allowing us to easily adapt our printing capacities according to the evolution of customer demand, totally convinced us to enter the universe of the DNP system.

### **What is the impact of the DNP DS-Pro1 minilab on your business?**

The fact that printing photos from smartphones has become quick and easy with the intuitive interface of the order terminal encourages customers to print photos that they had kept for ages in the bottom of their phone's memory. In addition, we now have more time to focus on the quality of service and the promotion of personalised photo gifts and other high value-added products.

### **In practice, what are the main advantages and disadvantages of the DNP DS-Pro1 minilab?**

The reliability and robustness of the system as well as the very high quality of the photo prints produced are the first advantages that come to mind. Another big daily advantage is the ability to manage from a single interface multiple printing devices, such as a plotter, and services, such as the transfer by e-mail of biometric passport photos. The online updates, which keep the DNP minilab always ready for new solutions, are also very convenient. Regarding the possible improvements, I would like the DS620 printer to have more autonomy with a bigger media capacity.

### **What is the feedback from your customers?**

I have seen a growing interest for photo printing among our customers, but the fact that the average order of photo prints has increased, in both quantity and value, is the best confirmation that they are very happy with the improvement of our photo printing service.

### **In conclusion, would you recommend the DNP DS-Pro1 minilab to your colleagues?**

Yes, because it has been the solution to our problems in terms of ease of use for customers, and in terms of daily operation and maintenance for us.