

CASE STUDY

DNP
Photo Imaging

Pemberton - United Drug have chosen DNP all-in-one kiosk SL620 to renew their existing solutions in the Pharmacy market



Pemberton – United Drug, an Irish Pharmacy distributor to Independent and groups of Pharmacies across Ireland, are a DNP partner since 2012 but prior to this were a Sony partner since 2007 selling CR10L & 20L SnapLabs plus C200/C300 passport system.

Pemberton – United Drug had a large customer base of Pharmacies with aging Sony Snaplabs that were not compatible with smartphones and tablets. They also had a big customer base of pharmacies with old Sony C200/C300 passport systems.

They needed a complete all-in-one low cost system that offered instant print from digital media and all the latest smart phones/tablets connectivity plus an option to offer passport photos.

Offering all these features, the DNP SL620 all-in-one kiosk was a perfect solution to replace existing Sony CR10L and 20L SnapLabs.

Pemberton – United Drug offered Pharmacies the SL620 SnapLabs with the option of Biometric passport and DNP DS820 8-inch printer to offer larger size prints. They targeted existing Sony SnapLab users with an attractive Trade In offer in addition to targeting new Pharmacies with this complete photo solution including the option of a DNP branded stand.

In addition, Pemberton-United Drug teamed up with local service provider A&O to offer a complete service which included installation, training and ongoing technical support.

As a result of this complete Snap Lab package offering, Pemberton have sold 90 Snap labs into the Pharmacy market as both replacement and new business. And Pemberton's customers are pretty happy about their new machine !

«We are delighted with our new kiosk. We upgraded from old Sony Snap lab and noticed a major increase in sales straight away due to iPhone acceptance» said Cooney, Athlone.

«The new machine is working a dream. Couldn't fault it. The SL620 is very customer friendly» said Hollys from Galway city.

Shaws from Ballina, Mayo and McDevitt from Ballinmore, Leitrim also cite reliability as one of the strong points of DNP photo solutions: *«The kiosk is still very new here but it is trouble free so far. Business is gradually building up and we're sure over time it will be a great success».*
«Great little machine, does exactly what we said it would. Trouble free».

Pemberton are now targeting Pharmacy groups with this offering and believe they have many more opportunities to place Snap labs into the Irish pharmacy market over the coming years. Pemberton are also looking to utilize the SnapLab as a viable option to replace a number of wet mini labs in the Pharmacy market by offering multiple DS-Tmini kiosks networked into a bank of DS620 / DS820 printers.

About Pemberton - United Drug :

Pemberton – United Drug is an Irish Pharmacy distributor to Independent and groups of Pharmacies across Ireland distributing prescription drugs / medicines, health & beauty products and a large range of pharmacy consumable products including photo hardware and consumables.

For additional information on DNP's professional photo printing solutions, please visit:

<http://www.dnpphoto.eu/en/product-range/compact-photo-kiosk/item/18-dp-sl620>



Memories deserve prints
www.dnpphoto.eu