



Agata and Piotr Motek are the owners of the Odbitkowania photography store based in Bartoszyce, Poland. Piotr has worked in the photo and video industry for several dozen years, he is a qualified photographer and has been working at Odbitkowania for a year and a half. Agata has been part of this adventure since she met Piotr. They kindly agreed to share their experiences on their DNP DPro 1 Minilab with us.

What is the competitive environment for your photo printing business?

Bartoszyce is a small town but there are already few competitors: one chain & 3 other photoshops. This makes photo business more complex. By using, DNP DPro 1 Minilab, we find a way to distinguish our shop.



Customers are surprised by the speed and quality of printing. Some customers like the ability to process photos themselves before printing. For those who require, we can assist them, quality of service is also another strength of our shop.

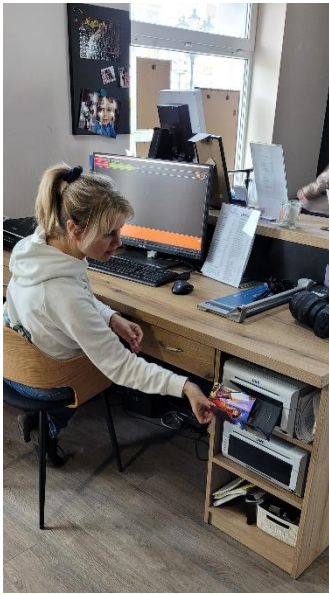
What is the profile of your customers? Which kind of products do they buy?

We have a local community coming to our shop with all types of customers from young to elderly people.

Among all our products, 10x15, 15x21 & A4 are the bestsellers. As part of photo souvenirs, we are also making a lot of passports & ID photos.



Why did you choose the DNP DS-Pro1 minilab?



We did work with wet lab in the past, but we discovered your solution through YouTube video & we were interested to try your DNP DSPro 1 Minilab. After some tests, we found out that printing quality was perfect. As DNP DSPro 1 Minilab is easy to use & fast to print, it is also very convenient for all our activities from passport photo to photo souvenir & large format prints.

Many reasons that explain why DNP would be a great solution for our local photography business!

What are the main differences from other solutions and technologies available on the market?

Compared to inkjet, DNP DSPro 1 Minilab is very easy-to-use material for the operators: no need to change cartridge or refill ink, only the ribbon & roll to change. There is no smell of chemicals.

For customers, software is very intuitive so they can edit themselves their pictures.



From business point of view, this solution uses less energy than wet labs, so we have lower electricity bills.

In conclusion, would you recommend the DNP DS-Pro1 Minilab to other photo shops?

We are happy with your systems and for sure, we would recommend the DNP DSPro 1 Minilab to others photo shops.

Printing quality is the main criteria: a very good hardware quality and materials making the DNP DS-Pro1 Minilab very competitive in the market.

The speed of the systems and how quickly they are ready to work is also very impressive.

Software is user friendly for us & for our customers, and this is very important for customers loyalty.

His compacity provides more space in the premises which is also convenient.

To make a long story short, the DNP DSPro 1 Minilab solution is:

- **Good printing quality**
- **Ready to play & fast to print**
- **Low energy costs**
- **Compact design**

