

hp Expanding horizons:

one photo at a time



When business owners need to cut costs, manage personnel and grow revenue, a demand for non-traditionalism is created. Businesses of all sizes in and around South Africa are joining the digital printing revolution to meet the demands of the economy in which they find themselves. This revolution has created new growth opportunities for revenue streams within current business models. Businesses are reliant on continuous innovation, be it marketing strategies, sales driven services or upgrades to technology.

Hewlett Packard in the beginning of 2010 announced the expansion of its extensive retail publishing portfolio to address this growing business need. The announcement saw the establishment of new partners and solutions designed to help retailers profitably grow their in-store offerings and benefit from the projected R525 billion retail photo publishing opportunity worldwide⁽¹⁾.

The offerings which were made available to customers not only provided an independent means of business development, but also offered financial and environmental benefits.

A LOOK AT FOUR PLAYERS IN THE MARKET WILL ALLOW YOU TO GRASP THE IMPACT OF THIS TECHNOLOGY

UMTATA PHARMACY: STAYING AHEAD OF THE TECHNOLOGY

Umtata Pharmacy, established in 1968, is a family owned business. Phil Puttergill and his team have been providing photo publishing services to the community for over 20 years.

"We started offering photo printing services to customers since the advent of photo publishing became available in South Africa" says Puttergill. Mechanical to Digital- Umtata Pharmacy has done it all. "We as consumers ourselves face the digital frontier every day, whether with our cell phones or with a new digital camera, we as business owners had to ensure that our customers received the latest and most comprehensive offering on the market. Keeping abreast with technology in this industry is not a choice it is a necessity", Puttergill states.

The Umtata Pharmacy offering to the public has always been different when compared to other photo labs; it was never just a pharmacy. Printing needs have always been catered for; the difference now is that the service offerings have been kicked up a notch with the new technology which has been acquired from HP. The HP PhotoSmart PM1000 Minilab has enabled the business to provide better quality prints to customers.

Customers can create, design and print their desired photo creations with ease because of the user friendly interface. Another important factor is the small footprint of the machine. A key factor when purchasing the unit was

time and training. The Umtata Pharmacy staff comprises of all age groups- training them on a complicated machine would hamper the business efficiency and run time. With this machine training staff was not an issue because the system doesn't

use photographic chemicals, no special training is required to operate or maintain. Puttergill states that as with all purchasing decisions a business owner needs to ensure that the money being spent is being spent appropriately, correctly and on assets which will add value and defined revenue for the business. With the decision to purchase the HP printer came much comfort, unlike many other decisions in the past.

The reseller which supplied the product was earnest and honest; Midsouth Distributors has been in the industry for years and added valuable insight into the purchase. It makes it easier to spend large amounts of money in a product which is trusted industry wide and that has also proved its place in the market. Purchasing an HP printer was without a doubt a lucrative purchase. HP is on top of their game and definite leaders in the printing industry. Tel: 047 531 1216



Footnotes: (1) Source: Retail Publishing Solutions; HP analysis. (2) f/22 Consulting data (U.S. based, internationally recognised third-party research company) on HP vs. silver-halide systems. Assumes both photo finishing systems producing 1,250 prints/day, 360 days/year and actual average power consumption rates for U.S. commercial segment. Water claim based on a savings of approximately 3636.872 litres/year per unit and PFN data on worldwide total installed base of approximately 106,416 AgX minilabs (September 2009). (3) Based upon manufacturers' web minilabs published specification as of February 2010; compared to wet minilabs from major vendors available on the European market as of February 2010. (4) Based upon manufacturers' dry retail lab printer published specifications as of February 2010; compared with competitive dry minilabs from major vendors available on the European market as of February 2010.

PHOTOQUIP: DEFINING DECADES THROUGH INNOVATION

Darren Sanders, a partner in the family owned **PHOTOQUIP** store in East London, provides insight into his business and customer preferences. Established in 1972 Photoquip in present day specialises in digital visual equipment. Offering customers hardware solutions such as a complete range of digital & video cameras, printing advise, printing services, data projectors and screens, and much more. The desire to offer all things photographic to customers is part of a legacy left by Rodney Sanders, the founding member of PHOTOQUIP. The dream was to offer a one stop shop to the photographic enthusiast. With time and over the years this family owned business has been able to achieve this dream and currently operates a successful digital enterprise. The destination shop recently upgraded their print processing unit to an HP PhotoSmart Creative Printer CL2000. HP Photo Centre has

allowed for an expansion of the retail business with high margin allowances, high value product offerings, giving customers access to vibrant, lab-quality photos in minutes. The easy integration with other printing solutions has also benefited the store greatly. HP products allow for easy integration without the additional costs of technology upgrades. Photoquip has seen a marked increase in the print finishing department over the last months, customers are enticed by the look and feel of the machine in the front office that they come back for more prints often also making use of the other services on offer. [Tel: 043 726 2200](tel:0437262200)



GEORGE PHOTO CENTRE: SAVINGS ARE EVIDENTIAL

Hugh Spaight, owner of **George Photo Centre** shares his environmental story with us and the impact on his business. George Photo Centre is driven by passion, by belief and by the daring business strategies of Hugh Spaight and his team. Founded in 1996, George Photo Centre has become the pioneer in photo finishing and processing. For years Hugh has been environmentally conscious and quality driven- never undermining the business potential.

After years of being part of the printing and photographic industry George Photo Centre is now actively part of the community driving energy efficiency and environmental best practices. With the purchase of the HP PhotoSmart ML1000D Minilab printer Hugh consciously contributes to a greener planet.

"The machine is an environmental blessing, it is a dry printing lab- which means it does not use water to process prints, there is no chemical waste contaminating the environment, it is energy efficient- which is evident through my municipal bills each month and the overall growth and

expansion of my business is evident through the client purchasing trends which have changed drastically", says High .

George Photo Centre has created a new income stream through the purchase of the machine allowing the business to penetrate a segment of the commercial industry within the community. Customers not only want high quality prints processed, but are also requesting professionally bound books for commercial use. Books which are image centric promoting guest houses, lodges, hotels, events and more are now in high demand.

Over and above the new stream of business demands normal printing has also seen a positive transformation: customers not only come in to print enlargements of photos but also want to sit down in a comfortable environment and create lasting and personal photo albums. [Tel: 044 871 1491](tel:0448711491)



PHOENIX PHOTOGRAPHICS: ONE STORE TO CONQUER THEM ALL.

Kanak Mistry, a passionate and driven Zambian businessman divulges the truth about the digital divide and how he is making efforts to overcome this in Zambia through printing services. Established in 1980, the family owned business in Zambia boasts three printing kiosks to the public. In 1986, the family business was the first to provide an on-site minilab to the public in Zambia. The mechanical process went digital throughout the stores when the technology became available throughout the years. The upgrade to the HP PhotoSmart PM2000 Microlab printer was yet another innovation for us, offering our clients the best in technology which allowed for higher quality prints and services. A crucial element to us, as a family, was the need to start investing in a green technology, a technology that would produce less waste and consume less energy. After much research and consideration, the technology which stood out was the HP PhotoSmart PM2000 Microlab printer. The printer presented a new form of printing, dry printing. This technology offered many wondrous promises of efficiency and practices of environmental safety. Have we seen results? Yes! We have saved on water usage, as the machine uses no water, less power

and is easier to maintain and manage than any other system we have ever used throughout the years.

In fact, due to local power outages, we have installed a 3Kva Smart UPS which allows the system to run without interruption, until the generator kicks in. It still astonishes me that a machine such as this can run seamlessly on a UPS.

The ease of printing has also provided our customers with an easy intuitive means to process their desired photos. Customers have found the software on the printers to be easily understood and can, without assistance from my team, complete their own orders at their own time, in a comfortable environment.

The printer offers us not only high quality services, but allows us to reach a market that is technologically challenged while still addressing our green desires. [Tel: 00260 211 235 571](tel:00260211235571)

