



a Dai Nippon Printing
company

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Welcome Back Customers With A New, Unique Guest Experience That Documents Precious Memories

Concord, NC – March 25, 2021– As many bars and restaurants prepare to open to full capacity, what better way to welcome back customers than to provide a unique guest experience and photo memory that they can take back home with them. Photo booths and printed photo services are a great way to give guests a memorable, one-of-a-kind experience and long-lasting souvenirs while creating additional recurring revenue and recognition.

“As we see restrictions begin to lift, more and more people are going to feel safe and comfortable enough to head back out to bars and restaurants to meet up with friends and loved ones that they may not have seen in a while,” says Shinichi Yamashita, President of DNP Imagingcomm America Corporation (DNP IAM). “Giving customers a fun way to document these long-awaited gatherings and reunions will not only provide an easy, additional revenue stream but will also make for a more meaningful guest experience after a challenging year.”

Today’s photo solutions make it easy for restaurants and bars to choose the best set up for its space – whether it’s an unmanned photo booth for customers to enjoy on their own or to set up printing stations with wireless printing capabilities for restaurant staff to easily print on site. Without the need to increase staffing, unmanned photo booths make for a great way to engage customers while generating additional revenue with minimal upkeep, while printing stations allow restaurant staff to take photos for guests at their tables and quickly send them to print wirelessly from a smartphone.

Along with supplying recurring revenue, photo booths also give bars and restaurants a unique opportunity to market their business. Many photo solutions allow restaurants and bars to create custom backgrounds or add a logo to a photo print. When guests take home printed photos, hang them up at the office, show a friend or share them on social media, businesses can gain more recognition and brand awareness.

When it comes to ensuring the quality of photo prints, DNP’s dye-sublimation printing technology consistently produces high-quality, long-lasting photos. DNP dye-sublimation photo printers are durable, compact, and output beautiful, smudge-free photos at the touch of a button, making them perfect for any photo booth operation. DNP’s wide range of photo printing solutions make it easy for bars and restaurants to find the printer that best fits their needs – whether it’s the lightweight, compact power of the QW410 or the larger print sizes available with the award-winning DS620A. With a photo booth, bars and restaurants can offer guests special, tangible photo memories they can take home with them.



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For more information on DNP IAM, please visit <http://dnpphoto.com/en-us/>.

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About Imagingcomm America Corporation (DNP IAM)

DNP IAM is a 100 percent U.S. subsidiary of Dai Nippon Printing Co., Ltd. (DNP) – the world’s largest manufacturer of dye-sublimation media for photo printers and thermal transfer ribbons and barcode printers. DNP Imagingcomm America Corporation has the broadest selection of solutions for the photo retail market and products designed to address retailer’s specific business goals and objectives—backed by the quality and reliability today’s customers expect.

About DNP

DNP, founded in 1876, is the world's largest diversified printing/coating technologies company. At its 76 production plants, both in Japan and overseas, DNP's operations include commercial printing, packaging, decorative materials, electronics, business forms, and imaging products. Over 25 years ago, DNP was one of the earliest organizations to pioneer dye-sublimation media—and the first company to start business development in thermal transfer ribbons. DNP has since grown to be the world's largest manufacturer of dye-sublimation media and thermal transfer ribbons. For more information, please visit www.dnp.co.jp/eng.