

DNP

Photo Imaging



Santa's Little Helper: Cherry Hill Photo Chooses DNP's DS40™

Long lines for Santa but fast print speed on the DS40

For event photographers who specialize in the unique Santa holiday photo market, the holidays are among the most stressful yet profitable times of the year. For over 52 years, Cherry Hill Photo has provided premier malls, shopping centers, and department stores across the country with a complete holiday photo program. An early adopter of digital technology, Cherry Hill Photo was the first in the industry to print digital "Santa and Me" photos. Committed to providing clients with the latest innovative and cost effective equipment, Cherry Hill Photo deployed DNP's DS40 dye-sublimation printers at many of its Santa photo sites throughout the country.

Cherry Hill Photo provides onsite printing for a variety of applications ranging from Santa and Easter Bunny photos to corporate and special event photography for clients around the world.



The company is devoted to providing clients with state-of-the-art equipment to ensure everything runs as professionally and efficiently as possible. "We are constantly looking for the latest innovations that can improve our mall environment applications and further satisfy each individual need of our many clients," noted Ed Warchol, President of Cherry Hill Photo.

Warchol's search for a printing solution that met the company's commitment to innovation led him to DNP's award-winning DS40. The DS40 features DNP's signature dye-sublimation technology that uses heat to transfer vibrant full-detail color to a high gloss paper roll. Not only does the DS40 print beautiful high-resolution photos, but also a flexible one-size media roll allows the printer to produce several different image sizes, including 3"x 5", 4"x 6", 5" x 7" and wallet size prints.

"After testing the DS40 our team found the media capacity and print speeds, as well as the ability to print in several image sizes, would be an enormous asset to our daily operations. The 5"x 7" and 4"x 6" photos are the most popular sizes, and we needed a printer that was capable of producing large quantities of these prints," explained Warchol.

As lines to meet the ever-popular mall Santa can tend to get long, print speeds and media capacity play a

vital role in the success of Cherry Hill Photo's Santa photo applications. The DS40 can print a 4"x 6" photo in less than nine seconds, while the roll-fed design allows the printer to hold large amounts of media for printing. The DS40 can produce 400 4"x 6" prints before a media reload is necessary.

The company has seen an increase in photo package purchases over the last few years showing the appeal for printed photos among customers is as strong as ever. "The reality of today is people are printing even less at home, yet they still want that tangible memory, which has made our print packages even more popular," commented Warchol. "Our largest photo packages are selling better than they have in the past because the photos have more value to customers, who are purchasing the prints as gifts and personal mementos."

Commenting on the DS40's unique combination of speed, durability, and capacity, Warchol summarized, "The versatile, robust design combined with the dye-sublimation technology and cost-efficient media allow us to produce the best possible image quality at a lower cost. Adding the DS40 to our Santa and other digital photo applications was a no-brainer."

For more information, please visit www.dnpphoto.com/event-photography/ds40/

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