



a Dai Nippon Printing
company

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DNP Photo Printing Makes It Easy for Fashion Brands to Share Designs Before Bringing Them to Life

Concord, NC – December 10, 2019 – Fashion brands sift through many different designs before choosing which ones to bring to life. Fashion is such a tangible industry that often times this sifting involves drawing, printing, and sharing hundreds of ideas in meetings using photos that can be touched, passed around, and shared with a large number of people. By utilizing on-site photo printing services, fashion companies have the opportunity to save time and money while making it easier to print and share new designs.

DNP's DS620A™ can easily be connected to a laptop to give fashion brands the ability to create and share designs at the touch of a finger. DNP printers produce long-lasting, detailed prints quickly and smudge-free. A crucial step in the design process is to talk through different ideas and get the opinions of other designers. DNP prints make this process easier by providing a clear visual representation of the designer's creation for them to show off and share.

“Dye-sublimation printing is a great way for brands and designers to quickly and easily print designs in-house,” says Shinichi Yamashita, President of DNP Imagingcomm America Corporation. “The DS620A allows them to create different looks, customize each print with the software, and then create printed copies. Printed photos connect the digital world with the real world, and in fashion that means designers can create and design digitally, but receive feedback and critiques on prints they can easily share. They could also create photo books of their collections quickly so their different pieces can be seen all in one place.”

DNP's award-winning photo printers deliver beautiful, high-quality dye-sublimation prints quickly. DNP printers use innovative print technology to produce photos that do not smudge and stay vibrant over time, ensuring the designs never fade.

Printing photos has become a trend for brands during the design process, and DNP printing technology makes it easy to express design ideas creatively and acts as a stepping stone to developing them into real looks.

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

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. Manufacturing, sales and development offices of dye-sublimation media for photo printers is located in Concord, NC, and more information is available at www.dnpphoto.com/en-us/.

About DNP

DNP, founded in 1876, is the world's largest diversified printing/coating technologies company. At its 70 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