



Studio Z Better Its Business with DNP's Reliable Photo Printers

Photography has always been a part of Zach Schiffman's life, from a childhood hobby to weekend gigs during college; so after graduating college, he set out to make it his career and create his own photo booth business. Today, Studio Z is Schiffman's custom photo activation company that offers photo booths, 360 degrees video, camera array gifs, slow-motion video solutions, and more to customers nationwide.

When Schiffman first started Studio Z, he ran into problems with printers overheating and malfunctioning during events. In 2014, after researching and shopping around, Schiffman made the switch to DNP dye-sublimation printers.

"I was having problems with the old printer malfunctioning during events, and I was spending a lot of my time at the actual events fixing the printer or switching to a backup," says Schiffman. "When I was looking at new printers, I knew I wanted to stick to dye-sublimation because of the speed and low-cost. When I came across DNP, I was really happy with the quality and reliability, especially in extreme temperatures."

Studio Z uses DNP's DS620A™ printer for all of its photo booth solutions. The DS620A dye-sublimation printer can print 400 prints per hour as fast as 8.3 seconds per print, and its new energy efficient standby mode lowers cost and increases profitability.

"My team and I travel to a lot of the events that we work, and DNP printers make that easy because they're extremely durable and reliable. We never have to worry about a printer not making it to the final destination with us when traveling to events," says Schiffman.

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With DNP's line of award-winning printers in its portfolio, Studio Z can easily transport its printers to events and print stunning images in a matter of seconds, letting customers hold onto their memories of that day for years to come.

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