

# DNP

Photo Imaging



## Wayne Towne Santa Prints Photo Mementos For More Than 40,000 Children with DNP'S DS80™ Printer

**There is nothing more rewarding than putting a smile on a child's face.**

Ray Beesley, who visits with more than 40,000 children per year, is a legend in northern New Jersey. Beginning in the 1970s, Beesley's portrayal of Santa Claus was a hit with both the many charitable organizations he volunteers for and at the Wayne Towne Shopping Center where Beesley became a mainstay at the mall during his 18-year run. He now offers the same unique holiday experience at the Ice Caverns in Fairfield, New Jersey, where he provides thousands of families with a photo memento of the experience. While the spirit of Santa remains the same as it did when Beesley started out, he's upgraded to DNP's DS80 dye-sublimation photo printer, which he relies on to provide high quality printed images.



With over 42 years of experience as the Wayne Towne Santa, Beesley has become a community figure with a loyal fan base—many of the parents who bring their children for a visit with Santa sat for portraits with Beesley themselves when they were young. Since becoming an early adopter of digital photography technology, Beesley has utilized the most advanced technology available, such as DNP's DS80, to expand the number of children he is able to see from 200 when he started out to the tens of thousands he now interacts with annually.

"The reactions we get to our photos from customers is always positive," said Beasley. "I've been told many times that we always have the clearest prints and that they often look better printed than they do on the screen. We could not consistently deliver the highest quality Santa photos in Northern New Jersey without help from DNP's DS80."

Printing more than 30,000 pictures in 2013 alone, Beesley has come to rely on the DS80 to provide 5"x7", 8"x10" and 8"x12" prints for his customers. He typically deploys two DS80s, staggering the use on each so he can change out the media when the other one is running, which keeps the lines from getting too long – a particularly significant benefit for a child-centric operation. Beasley is planning to add a third printer this year to offer his customers instant Christmas cards.

"I've been working with DNP for several years and I use the DS80 because it can produce a wide range of sizes," said Beasley. "If you have a small child and want to get the entire family in the photo, I've found that the 4"x6" print isn't big enough. The majority of images we print are 5"x7" and I love that I can get two 5"x7" prints from one sheet. We also get requests for 8"x10" prints which we can easily deliver with the DS80."

Beesley is also a strong advocate of dye-sublimation technology because of the quality of the prints it produces. Every photo printed from a DNP dye-sublimation printer is delivered with a special coating that prevents fading and is resistant to water, fingerprints, and dust. "Dye-sublimation is the way to go," said Beasley. "When New Jersey was hit with a horrible hurricane a few years ago, many people in the area had their homes flooded and a lot of their possessions destroyed. Amazingly, though, many people still have their Santa photos. It truly speaks to the quality of the printed images."

For more information, please visit <http://dnpphoto.com/EventPhoto/DS80.aspx>

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