



DNP's DS40™ Printers Capture the Excitement of Sin City

Las Vegas Strip Runs Dry: Cashman Photo Wins Big With New DNP Dry Print Labs

From the Stratosphere to Mandalay Bay, Cashman Photo captures the excitement of Sin City in millions of printed souvenir photos up and down the famed Las Vegas Strip each day. Now in its 50th year in the photo business, Cashman is uniquely adept at adapting to the ever-evolving world of photography—from point-and-shoot film cameras and wet process printing to the digital equipment now universally deployed. After relying on wet printing processes since their inception, the company recently upgraded all its photo labs with approximately 250 of DNP's dye-sublimation dry photo printers.



For over 50 years, Cashman has been the premier provider of shoot-and-print souvenir photography services for many of the most prestigious hotels, casinos, and entertainment venues throughout Las Vegas. The company's photo souvenir services fall under several categories—Theater>Show Room, Celebrity Meet & Greet, Restaurant, Poolside, Thrill Ride, and Green Screen—where they print everything their photographers shoot on spec, with 6"x8" and 5"x7" their most popular print size.

Spec printing high quality photos at a profitable price point was a key factor in Cashman's search for a dry solution for their labs. "A big segment of our business is on spec so being able to get a decent price per print was critical," said Robert Dolan, Executive Vice President of Cashman Photo. "After doing our due diligence, it was clear that DNP was the best dry print option out there. The price per print is consistent, the image quality is professional-grade, and the products are very durable from top to bottom."

By switching to a dry solution the company not only improved its costs per print but also their sustainability, an initiative to which Cashman and its clients on the Strip are committed. After carefully comparing the energy consumption, operational costs,

and environmental factors associated with the wet process machines to a dry solution, DNP's dye-sublimation printers became the clear choice.

"We not only wanted to go green as a company but many of the hotels and casinos we have strong relationships with are working to become more sustainable as well," said Dolan. "The total cost of ownership of the DNP solutions from an energy, media, and operational stand point are significantly lower than the wet labs."

Finally, Cashman looked at the service capabilities of the dry print providers on the market and again found DNP well ahead of their competitors. "Year after year our relationship with DNP has always been backed by consistent and reliable service," said Dolan. "The DNP team has always made us a priority and it allows us to continuously operate with as little downtime as possible."

For more information on DNP's photo printing solutions, please visit: www.dnpphoto.com.

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