

## CASE STUDY

## PROGRAPHICS



### Pro Lab Imaging

Founded in 1985 by Robert Weverling and his wife Janis, Pro Lab Imaging is recognised as a cornerstone of professional photo processing in South Australia. From traditional custom processing lab, the company has become one of the Australia's premier service bureaus, reproducing limited edition fine art prints. A professional photographer and artist by trade, Robert understands and is committed to absolute quality of Pro Lab Imaging's products to its national client base.

#### Delivering Quality

With a strong vision for Pro Lab Imaging's future direction, Robert constantly maintained a close eye on the advances being made in fine art and photography reproduction technologies. While he had been generally aware of the push being made by printer vendors into fine art and photographic printing, he felt the quality had not yet reached the ideal level. This, though, was before he was introduced to the EPSON ProGraphics range of large format printers by Cheryl and Lindsay Cope, co-owners of one of South Australia's authorised EPSON ProGraphics dealers, Graphic Art Supplies.

Cheryl Cope commented: "It was obvious right from the start that Robert was only going to be satisfied with a printer that would ensure his clients received the highest quality. So when we talked to him about the EPSON STYLUS PRO 7500, which was just being scheduled for release, he really started to take an interest."

"Prior to being introduced to the EPSON STYLUS ProGraphics printers, every printer I'd looked at generated reproductions that looked exactly like that...reproductions," Robert said. "I was seeking a printer that could deliver the level of quality that when put side-by-side people couldn't tell which was the original and which was the print."

"With the STYLUS PRO 7500, that's precisely what I found - and bought. Many of the artists I now do reproductions for have difficulty distinguishing the original from the print."

#### Business Expansion

Since adopting the EPSON ProGraphics solution, Pro Lab Imaging has earned a reputation for the highest quality of limited fine art reproductions and photographic prints. Artists and photographers from as far away as Darwin, Brisbane and Broken Hill are now part of Pro Lab's client base.

"When I purchased the STYLUS PRO 7500 our limited edition fine art service really expanded," Robert said. "So much so, that I had to invest in three more printers simply to meet the demand."

That investment saw Pro Lab Imaging's ProGraphics printer population grow to include the original STYLUS PRO 7500



"When you take into account the beautiful prints I get with the combination of UltraChrome Ink and genuine EPSON paper, the choice is obvious. I know it's going to retain its original quality without any discernable deterioration for anything up to 75 years!"

**Robert Weverling**  
Owner / Photographer  
Pro Lab Imaging

For more information on how you can benefit from an EPSON ProGraphics Solution please call 1300 131 928 and quote reference 40022

# EPSON®

## PROGRAPHICS

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and a STYLUS PRO 2100, STYLUS PRO 7600 and a 44-inch STYLUS PRO 9600.



### Genuine Durability

When it comes to producing limited edition fine art prints - *giclees* - longevity is one of the crucial hallmarks of quality; and for Robert, ensuring his prints deliver on longevity is one of the primary reasons for establishing his company's EPSON print solution.

"It's easy enough to impress people with freshly printed *giclees* that have vibrant and bright colours," he said. "But the real test of a print and the technology that produced it is how long it retains that vibrancy and overall quality."

In order to meet that test, Pro Lab uses only genuine EPSON UltraChrome Ink and media with its ProGraphics printers. Being a resin-coated pigment-based ink, UltraChrome is able to achieve longevity ratings in excess of 75 years\*.

"I'm a strong advocate of using only genuine EPSON inks in my EPSON printers," Robert said. "When you take into account the beautiful prints I get with the combination of UltraChrome Ink and genuine EPSON paper, the choice is obvious."

Added to this is the all-important fact that when I provide a customer with an UltraChrome print, I *know* it's going to retain its original quality without any discernible deterioration for anything up to 75 years!"



Robert, a skilled master printer, manipulates digital image to reproduce faithfully the detail and colour hues of the original work. "And EPSON has produced the perfect tool for this," he said. "With the option of 2880dpi on the ProGraphics printers, I was able to take a landscape pastel by a local artist, and reproduce it as a highly valuable, collectible print."

"For another client, I digitally remastered a 4 x 6-inch miniature to A1 format, which opened a new perspective for the artist with subtleties in his work revealing what was essentially an entirely 'new image'."

### Total Control

With the introduction of the EPSON ProGraphics printers, Robert has finally been able to negate the problems he was faced with in outsourcing his printing. The results...total control over the entire production process *and* quality!

"Having everything under control in-house, I can dedicate as much time as necessary and even experiment with new special effects; and when you're printing up to 400 A1 and A2 size prints a month, the in-house capability is nothing short of critical!"



\* Refer to EPSON Web Site ([www.epson.com.au](http://www.epson.com.au)) for detailed specifications