

## CASE STUDY

## PROGRAPHICS



### BigPrints

Specialising in photography, printing and Web/graphic design, Warriewood-based BigPrints was founded by its Managing Director Rob Matthews in 2000. A professional photographer by trade, Matthews is a strong advocate of digital photography and strives constantly to deliver incredible colour reproduction to his clientele of professional photographers, artists and the general public through the utilisation of leading in-house printing technologies.

#### Improving service at all levels

With Matthews' background in professional printing, he knows all too well the importance of reinforcing the professional image of his company through the services it provides to clients. "In order to maintain our reputation of quality and versatility - in business and services - we needed to upgrade to a large format printer that would give us the means by which every print job was nothing less than superb," he said.

"We've been offering wide format printing for some time, but the longevity of colour and detail needed improvement, as did the variety of media we could use," he continued. "We wanted to build up the fine art and photography reproduction business and one of the main ways of making this possible was having the ability to print on canvas, which is one of the most popular large format printing media within our client base."

#### Commitment that pays off

Following a review period during which he assessed the benefits and technologies of various large format printers, Matthews made the decision to purchase an EPSON STYLUS PRO 9600. "EPSON's reputation in the large format printer market made it a natural choice for inclusion in my assessment," he said. "And when I started looking at the STYLUS PRO 9600, I was very impressed with how well it fitted in with our printing needs. From the high level of print quality through to long-lasting prints and a wide range of media - it really had it all!"

Matthews' approach to purchasing equipment for BigPrints is one that focuses just as much on return on investment as it does on providing a solution to business needs. "My general rule of thumb is that I'll only go ahead with an investment in new technology if I believe we can recoup the initial expense within the first 12 months of ownership," he stated.

"With the STYLUS PRO 9600, we have achieved this - and were making profit - within only *two* months!"

#### The ultimate impression

One of the main contributing factors to BigPrints' rapid return on investment is the STYLUS PRO 9600's ability to deliver the highest level of print quality regardless of whether its photography or fine art. This quality, which is in large part due



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**Rob Matthews**  
Managing Director  
BigPrints

For more information on how you can benefit from an EPSON ProGraphics Solution please call 1300 131 928 and quote reference 40019

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to the printer's high performance EPSON MicroPiezo print head technology and 2880 dots per inch (dpi) resolution, reinforces the BigPrints commitment to quality.

"The STYLUS PRO 9600 is used heavily in printing photographs and fine art reproductions," Matthews said. "In every case, the incredibly fine detail and true-to-original colour reproduction is nothing short of remarkable."

In commenting on the printer's colour capabilities, Matthews recognises the importance of the EPSON UltraChrome Ink system. "The ink itself is a critical component in professional printing," he stated. "With the UltraChrome Ink we're now generating prints that exhibit realistic skin tones and use an extremely wide colour gamut. For many of our clients who commission us to reproduce large format family photographs on either photographic paper or even canvas, the ink's colour capabilities ensure they receive the best possible print."

#### Withstanding the test of time

Printing photographs and artwork for a national and international base of clients - from outback Australia to London and New York - BigPrints staff members are highly conscious of the need for their prints to withstand the damaging effects of light, time and airborne contaminants.

Using a dye-based printer in 1999, Matthews printed a photograph of his daughter on canvas, which he keeps in the BigPrints studio. "Obviously this was printed before EPSON released its UltraChrome Ink," he said. "While it looked great when first printed, over time it has deteriorated to the point where the ink is peeling and flaking off

the canvas. This was exactly the dilemma I faced before I got the STYLUS PRO 9600.

"What we're now able to deliver is a comprehensive service with prints that have the lightfastness and archivability attributes that ensure they will maintain their original vibrancy and colour for many decades to come."

#### Giving clients what they want

During his assessment of various large format printers, Matthews paid particular attention to the availability of different print media types. His primary rationale for this was that if he was able to utilise a truly diverse range of media, BigPrints would be in a stronger position to meet the needs of an increasingly sophisticated client base.

"With the STYLUS PRO 9600's available media - some up to 1.5mm thick - we're able to offer clients practically whatever size and texture they want for their prints," Matthews stated. "This is great because there are so many different tastes when it comes to the clients we service - from professional photographers to mums and dads - so there's something to suit everyone."

In the majority of cases however, BigPrints utilises its STYLUS PRO 9600 for canvas prints. "The ability to print virtually dotless images on canvas is one of our most important market strengths," Matthews said. "People really appreciate the beautiful results of a photograph or fine art image printed on canvas; and the combination of the STYLUS PRO 9600's media handling capabilities, UltraChrome Ink system and high resolution means we can deliver precisely whatever our clients want!"

