

# Photography studio Ihr Bildermacher Lengerer says goodbye to external labs



## At a glance

**Industry:** Professional Photography and Graphic Design

**Business name:**

Ihr Bildermacher Lengerer

**Headquarters:** Germany

**Website:** [www.fotolengerer.de](http://www.fotolengerer.de)

*Studio* LENGERER

## Challenge

- Production of high-quality photos on a tight schedule.
- Assuring the quality of the prints by completing all production steps in-house.
- Offering innovative products and services that set the company apart from other photography studios and discount stores.

## Solution

- Ihr Bildermacher Lengerer invested in three HP Designjet Z3200 Photo Printers to provide the best quality for portraits and photo albums.
- HP media includes HP Everyday Pigment Ink Satin Photo Paper, HP Professional Satin Photo Paper and HP Collector Satin Canvas.

## Results

- The HP Designjet Z3200 Photo Printers have enabled Ihr Bildermacher Lengerer to produce high-quality portraits and commercial prints.
- High levels of customer satisfaction due to the high quality and swift turnaround.
- The company has total control over the entire value chain – and therefore also quality assurance – from taking photographs to delivering the final framed or canvas print.
- The company no longer relies on external photo labs, ensuring they produce work much quicker, have complete control over the quality of prints and significantly reduce cost.
- A 100 percent increase in sales within five years based on using HP digital printers to add unique services.

“Using the HP Designjet Z3200 Photo Printers has helped us to achieve a 100 percent increase in sales over the past five years. We also have complete control over the quality of the prints because we no longer rely on external laboratories for processing.”

– Bozidar Bartolec, owner of Ihr Bildermacher Lengerer

Ihr Bildermacher Lengerer is a professional photographic studio specializing in portrait, wedding, commercial PR and advertising photography. Since the purchase of its first HP Designjet Z3200 Photo Printer in 2008, the company's sales have doubled. Owner Bozidar Bartolec, attributes this success to the fact that “the inkjet printers allow us to deliver original product ideas that set us apart from the competition.”

A photo exhibition organized by Ihr Bildermacher Lengerer, in cooperation with Club Handicap Albstadt, is a good example of the type of challenges the company faces. With only four days left before the exhibition was due to open at the town hall, the 30 photos from club members still needed to be printed onto canvas.

“Previously, when we relied on external labs for the printing, managing all this in such a short time frame simply wouldn't have been possible. The labs always needed two or three days, meaning each job could take up to four days to complete,” says Bartolec. “With the HP Designjet, it was no problem at all. Jobs like this can be completed in no time, delivering exceptional quality even while working with challenging formats.”

For this exhibition, the company opted for portraits in sizes ranging from 40 x 60 cm up to 80 x 100 cm panoramic and printed on HP Collector Satin Canvas. Bartolec says emphatically, “the tremendous success of the exhibition was thanks in no small part to the exceptional quality of the digital prints.”

The company also relies on the professional quality of the final printed photos and swift turnaround enabled by the HP Designjet Z3200 to provide innovative services for private clients. At weddings, for instance, the company provides the bride and groom with photos of the day's events on the day of the wedding, so they can give them to guests as ‘Thank-you for attending our wedding’ cards. Bartolec says, “without the HP printers, we would not be able to offer this unique service. It has proved to be popular with clients and helped us carve out a niche position in the market.”

The HP Designjet also helps print images to complete photo albums and portraits over the busy Christmas period. In the past, the company could only provide this service until mid-December to guarantee delivery in time for Christmas. Now photo albums or portraits can be printed the same day, which has also increased sales as customers will often choose to have the photos framed or printed on canvas by Ihr Bildermacher Lengerer the same day.

Ihr Bildermacher Lengerer purchased its first HP Designjet printer in 2008. Today, each of the company's three offices has three HP Designjet Z3200 - one 44-inch model and two 24-inch models – purchased based on a recommendation from Silverlab Solutions GmbH. “Silverlab Solutions has been a trusted partner for many years and has helped us to become even more innovative. So when they first recommended the HP Designjet, we went for it without hesitation – especially as we were so impressed by the image quality and ease of use from the outset,” recalls Bartolec.



Even the commissioning of the printers at the photographic studios went smoothly, requiring no assistance from service technicians. Similarly, company employees are able to handle the troubleshooting and printhead replacement themselves. “The information provided on the display in the event of a fault is always clear, explaining precisely what to do, so you can't go wrong. Replacing the printheads couldn't be easier – something that can't be said of other printer manufacturers,” adds Bartolec.

He also praises the color calibration on diverse media and the creation of color profiles. Thanks to its integrated X-Rite spectrophotometer, the HP Designjet Z3200 Photo Printer makes creating color profiles and calibrating colors straightforward. “With printers from other manufacturers,” Bartolec continues, “you have to install the color profiles, whereas this is done automatically with the HP printers, whichever media you choose. This contributes towards the extremely low maintenance costs of the HP digital printer.”

Ihr Bildermacher Lengerer prints its photos on HP Everyday Pigment Ink Satin Photo Paper and HP Professional Satin Photo Paper, amongst others – and also HP Collector Satin Canvas for canvas prints. “Compared to other canvas products, the HP media offers consistently high quality. Its color absorbency is excellent and the surface remains even without bulging,” he says.

“Using the HP Designjet Photo Printers has helped us to achieve a 100 percent increase in sales over the past five years. We also have complete control over the quality of the prints because we no longer rely on external laboratories for processing,” Bartolec explains. He expects the proportion of digitally printed photos at Ihr Bildermacher Lengerer to continue increasing. The company is also considering using HP Designjet printers to print passport photos, previously the domain of dye-sublimation printers. Bartolec is convinced that “this will allow us to offer our customers even higher quality.”

Get connected.  
[hp.com/go/graphicarts](http://hp.com/go/graphicarts)

Share with colleagues.



© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA4-2719ENW, Created August 2012

