



# Gallery-quality photos printed exactly as intended, time after time

IndiPix Imaging creates fine art prints for professional photographers, art galleries, painters, and fine art retailers for private homes and public spaces such as hotels and offices. Sanjay Nanda, a visual designer by profession and passionate about photography, founded the company based in New Delhi, India in 2009.

*indipiximaging*

**Industry sector:** Professional Photography & Graphic Design

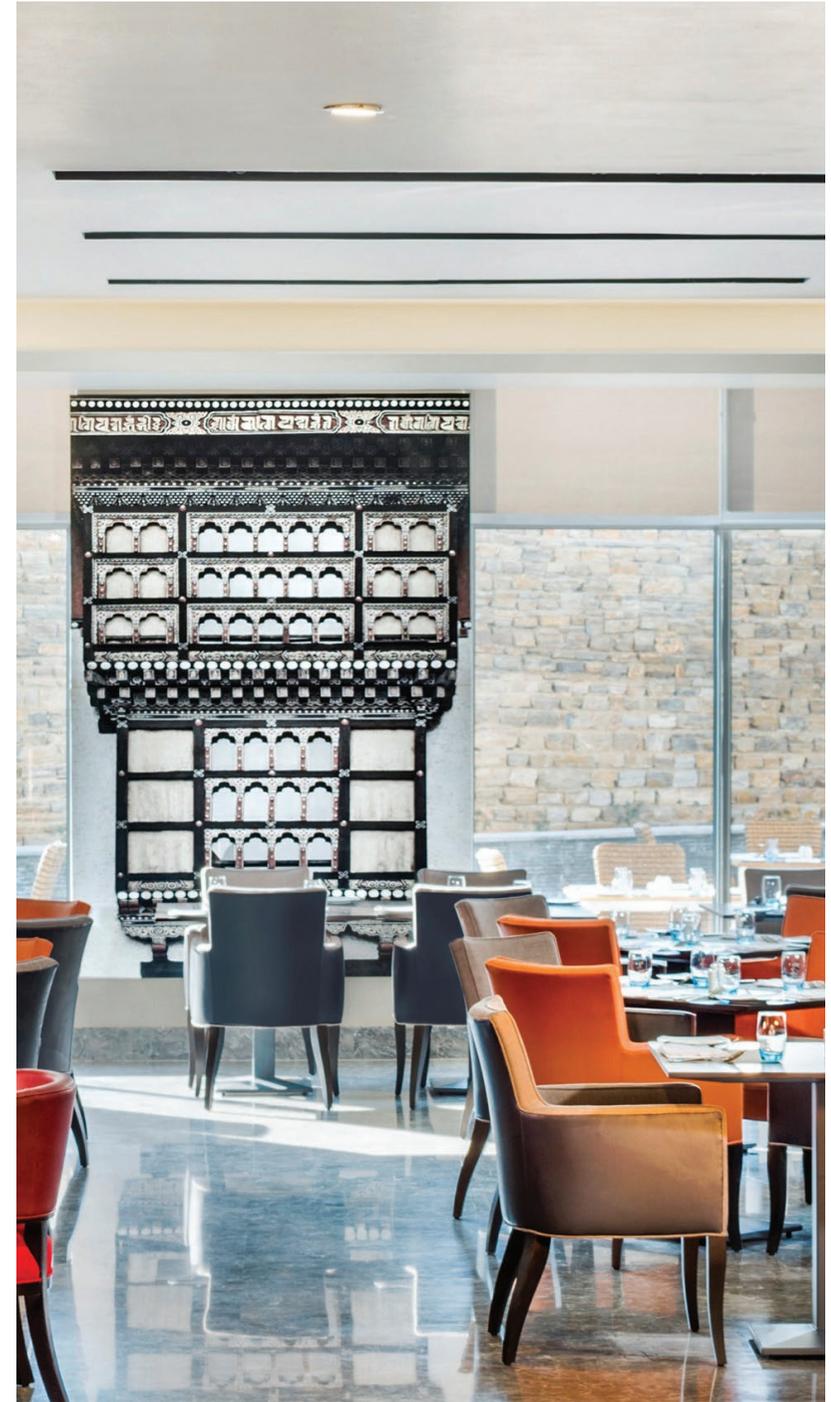
**Business name:** IndiPix Imaging

**Headquarters:** New Delhi, India

**Testimonial from:** Sanjay Nanda, photographer and owner, IndiPix Imaging

**HP solution:** HP DesignJet Z Series Photo Printers

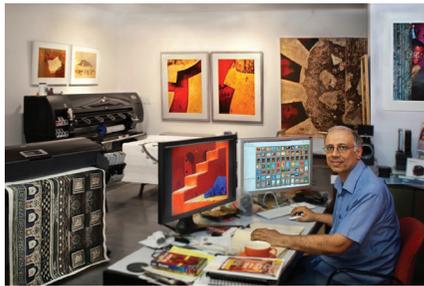
**Website:** [indipixgallery.com](http://indipixgallery.com) [indipiximages.com](http://indipiximages.com)



## Challenge

"I used to print my photographs at photo labs and at digital printing businesses, the image quality in the prints didn't consistently recreate the impact I had captured in my photographs and that I previewed on screen."

Sanjay Nanda, owner of IndiPix Imaging



## Conveying your creative intent in photographic prints

As a visual designer and fine art photographer Sanjay Nanda appreciates the importance of colour. "Colour accuracy and consistency is essential for any photographer wanting to sell their work." Originally, he turned to photo labs for his photo prints but was often dissatisfied with the results. "Even a minimal difference in colour between one print and another would really stand out. The colours were often different simply because they were printed at a different time of day. And mostly the print didn't capture my photos' vivid colour gamut. And the Black and White prints always had a colour cast."

Sanjay who holds regular workshops on photography, RAW processing and digital colour management, began to investigate alternative digital printing technologies to those that his suppliers had been using, and HP represented the best alternative. "The HP DesignJet Z Series Photo Printers were so much better than all other digital photo printing technologies, that I decided to set up my own photo and digital printing business around that technology. The intent was to offer a more professional and personalised service, with a wide range of print media, to both the cost-conscious clients who needed hundreds of images to decorate their business and the discerning artist with their exacting requirements."

IndiPix Imaging set up its printing division in 2009, and purchased the 12-ink HP DesignJet Z3200 Photo Printer as its first business investment, to offer gallery-quality photo prints to photographers and art galleries, as an alternative to traditional lab prints and competing digital photo printers.

## Solution

"The HP DesignJet Z Series Photo Printers was designed to deliver gallery-quality prints every time. The colour gamut beats the competition and we can use non-standard media by creating our own ICC profiles and the embedded spectrophotometer ensures we get accuracy and consistency in every print whether we print one or one hundred photos."

Sanjay Nanda, owner of IndiPix Imaging



## Designed to print high-impact fine art photos

"The HP DesignJet Z Series Photo Printers is the best technology for photographic prints. With the in-built spectrophotometer we can calibrate for any media we want to use. HP Vivid Photo inks allow us to achieve a higher colour gamut and the Quad black ink set offer a truly neutral black and white print with excellent tonality, without the colour cast that occurs when greys are obtained by mixing colours. Also to top it all these prints have a Print Permanence Ratings of over 250 years," Sanjay says.

To be able to offer larger formats, as the market for wall decorations grows, IndiPix Imaging has added a 60-inch HP DesignJet Z Photo Printer to its set up. "About a year back we invested in the 60-inch HP DesignJet Z Photo Printer to print larger sizes to address this market opportunity. It offers the same quality, uses the same HP Vivid Photo Inks and includes the embedded spectrophotometer, so even if we print the same image on different media they achieve the gamut and consistency customers would expect whether they print a landscape for a hotel room or a floor to ceiling abstract photograph to decorate in the lobby.

"Printing on canvas is becoming increasingly popular. It replaces paper and gives a more arty feel and greater texture. For Fine Art printing we use Hahnemuhle media and for everyday photographic images or high-quality wall decorations we print on HP Everyday Instant-dry Satin Photo Paper that delivers high quality and yet is extremely affordable," Sanjay confirms.

## Result

"HP media is extremely convenient and ensures more reliable results, avoiding waste and reprints, and saving precious time for a small team like ours, and the 12-ink system is extremely cost-efficient."

Sanjay Nanda, owner of IndiPix Imaging



## Exploiting growth opportunities with attractive photographs

"We are seeing new demand in tourism-related industries, such as hotels, and for corporate art for offices, or decoration for hospitals," says Sanjay, proceeding to describe a recent project. "For a major international 5-star hotel project in Bhutan the customer wanted a Buddhist theme with images exclusively from Bhutan. High quality stock photographs can be very expensive or the choice can be limited if you are creating a themed environment. I went on a field trip and took the photos myself. We provided over four hundred 45 x 45 cm prints for the guest rooms and floor to ceiling images up to 140 x 300 cm printed on canvas to decorate other spaces such as the corridors, restaurant area, suites, etc. It took us 4 to 5 days to turn the job around with proofs and customer approval included. The client was extremely impressed."

As its photo printing business has developed, IndiPix Imaging has created a dedicated website, [www.indipixgallery.com](http://www.indipixgallery.com), an artist-run photography space that includes an online photo gallery and shop, and also offers photo courses, workshops and tours.

"As a photographer thanks to the HP DesignJet Z Series Photo Printers I have been able to push my vivid photography artworks to the extreme, in terms of colour gamut, colour accuracy, colour consistency and high print permanence. I can match colours across media types and sizes. And the printers are easy to use and maintain. I am really satisfied. Our HP DesignJet Z Series Photo Printers certainly satisfy all our photographic printing needs," Sanjay concludes.