



iPF Success

Large Format Printing Success Story



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Onne van der Wal 2012



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Explorer of Light Case Study: Onne van der Wal



Onne van der Wal is an award-winning nautical, sailing, shipping and yachting photographer, capturing beautiful yachts, sleek racing machines and secluded beaches, icebergs, and wildlife. Onne's renowned nautical and sailing photography is sought after for use in commercial marketing, editorial pieces, yacht brochures, advertisements, event coverage and for private yacht photography. His work attracts nautical photography enthusiasts and connoisseurs from around the world to his Newport, Rhode Island gallery seeking to purchase prints of all shapes and sizes.

In order to sell his photography, Onne relied on outsourcing each print job to a local printing press, which often took time and removed his ability to control the quality, color and finishes of each print. It also meant a considerable mark-up for his clients.

When Canon approached Onne van der Wal for its Explorers of Light program, which engages top photographers to share their passions and technical expertise with other photo professionals, hobbyists, and

enthusiasts, it opened the door for Onne to explore the Company's large format printers that could complete Onne's photography studio.

"We felt the benefits immediately," said Onne van der Wal. "The Canon 12-color imagePROGRAF printer model has become the backbone of our gallery. It is amazing how it has made such a difference to our business, enabling enormous color control and printing flexibility. Not only can I print multiple prints right in the gallery, I can also pass the savings onto my customers, which is a huge win for everybody."

imagePROGRAF printers have transformed the traditional business model for some bespoke print gallery owners who once outsourced printing jobs to large professional printing houses in order to operate in a competitive industry. Indeed, this device has met Onne van der Wal's need to offer the range of customization his customers expect, including a variety of size, shape and paper types.

The Canon imagePROGRAF 44-inch printer takes the next step in redefining large format printing. In short, Onne van der Wal believes that the imagePROGRAF printer provides an ideal solution for any professional looking for impressive, full-bleed color output, strength in paper handling and exceptional output speeds. With the included Print Plug-in for Adobe® Photoshop® software*, the input to output workflow becomes a very simple process that helps yield exceptional high quality prints.

