



iPF Success

Large Format Printing Success Story

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MetroOrange Art increased productivity and relieved headaches with the addition of two Canon imagePROGRAF printers into their production facility.

HOW AN EX-ENGINEER AND HIS PRINTER ARE BRINGING ART ALIVE

After working for 12 years as an engineer, Brian Brown was ready to make a change and pursue his dream of working with art and open a facility to call his own. He spoke with artists to learn what kind of services they would need to better showcase their work and found that more than anything, printing and scanning services were in high demand. So Brian opened Metro Orange Art, a full-service fine-art printing and framing shop featuring state-of-the-art equipment in Freeport, New York providing both emerging and established artists with an avenue to showcase their latest works of art.

When Metro Orange Art first opened, Brian had his work cut out for him in more ways than one. Taking the direction of a printing business instead of a gallery was not one he'd anticipated and the learning curve was steep. On top of that, six months into the new business, he was realizing the printer he had bought just wasn't cut out for the work he was producing since its color-profiling capabilities and general reliability were simply not up to par.

"Making the decision to offer printing and scanning solutions to artists presented me with some major challenges," said Brian Brown. "I realized after six months of struggling to get the quality output I wanted from my printer, it might not be me that was the problem. There could be a better printer out there to match my needs."

Brian began researching other large format printers and came across the Canon imagePROGRAF printer line, opting to try out the imagePROGRAF 44-inch, 12 color model. He was so pleased with the improved quality and functionality, he soon went on to purchase two newer imagePROGRAF 44-inch, 12 color models, which now serve as the backbone of his printing business.

"Where I really saw the difference was in the speed -- the Canon is three times faster than the printer I was using before," said Brian. "It's also such a reliable product. The minute there's a potential issue, it alerts you immediately so that you can take care of the problem. With the other printer, I was constantly on the

phone with maintenance. With my imagePROGRAF, I never have to call."

In addition to the increased production and peace of mind Brian gets from the imagePROGRAF model he currently uses, he also is impressed with the output quality. Before, Brian dealt with streaking issues on the final prints he was producing. The loss of time and money having to redo prints and restock ink was building up. With the Canon printer, Brian rests easy knowing that the first print will be the final print that goes to his customer.

"These days, I'm spending a lot less time taking apart my printer and installing extra print heads due to issues with wasted ink," said Brian. "Instead I'm able to focus on continuing to grow my business across the Web and deliver superior customer service my clients rely on me for."

