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Business Media

Studio Photography

THE BUSINESS BEHIND THE IMAGE

USING THE KANEMATSU SHINKO CHC-S1245

Jim Buchanan

At the sports events I shoot, we take pictures at a site and download them to a laptop. Customers come by and view the flat-screen monitor (I have a number of those), and they select the pictures they want. We print 8x10s right there onsite. There are a couple of benefits to the Shinko S1245: The quality and durability are excellent, and you can really measure what your profits are, because you know how much it's going to cost; there's no variation in ink. Every page costs exactly the same. I went to PMA this year and spent three days looking at every piece of equipment out there. I ran some test prints on every printer in that range; I really went after it strictly from a performance and cost standpoint, and in my investigations, this printer won, hands-down. I was so impressed I bought it right out of PMA. It seems to be bulletproof: I've run about 1,200 prints through it, and I haven't had to service it, or had a misfeed or jam. The task is really to get enough workstations to keep that machine busy, because it is literally printing money!

—JIM BUCHANAN, MIAMI, FL



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