

The value creation ideas from Imaging Solutions

Picture products for pros and digital natives

The specialist for the industrial production of lay-flat photo books and high-quality on-demand print products, Imaging Solutions – based in Regensdorf, Switzerland – develops not only top-class production systems for imaging service providers, but also provides its customers with ideas on how they can best market high-end imaging services. Virtually all buyer groups are targeted: XXL photo books are intended particularly for professionals and enthusiastic amateurs; to attract digital natives, Imaging Solutions offers machines for the production of handy booklets in pocket format, plus, in cooperation with Taopix, apps for easy composition and ordering.



Rainer Bauer, CEO of Imaging Solutions, still sees AgX photo paper as the perfect material for high-end, lay-flat photo books.

Imaging Solutions' CEO Rainer Bauer has not tired of emphasizing that high print quality is the best way to inspire consumers of all ages to print their pictures. Good photos really reach their full potential only when printed, and only through exceptional quality can imaging service providers attain high added value. And even if most

devices from Imaging Solutions – for example the fastBook systems – can cope with high-quality media for digital presses, Bauer sees the classic photo paper still as the best medium for top-class prints. "It is thinner and more robust than most digital printing papers and, with its fine, screenless color rendition, it offers extremely high product quality," he said at the Business Forum Imaging Cologne 2017. "Producers like Fujifilm nowadays offer special papers for photo books, calendars and many other print products as well as gallery papers with particular high density. In addition, photo paper is technically the best suited for lay-flat booklets and photo books."

XXL photo books with fastBook Professional

The most recent innovation among bookbinding systems from Imaging Solutions is fastBook Professional. This innovative product was developed for

the professional production of premium lay-flat photo books in 24-hour operation, but can also be used for the production of catalogues, brochures and product presentations. The fastBook Professional binding machine can work both with light-sensitive photo paper and with digital media. To upgrade the product, black and colored sheets of thin cardboard can be inserted between the individual photo pages.

The range of formats extends up to book blocks with a size of 457 x 457 mm (18 x 18"). With the lay-flat binding, this results in impressive panorama prints in luxury quality. The machine combines four work steps in one process by grooving and folding the individual sheets and then pressing them together and sticking them to form high-quality book blocks. The hot-melt technology, which necessitates only a small amount of glue, makes expensive adhesive film superfluous. Apart from



Lay-flat booklets, available in 10 x 10 cm (Instagram), 10 x 13 cm or 13 x 18 cm format, are perfect for young customers.

that, the finished book blocks can be further processed immediately. The machine works with variable voltages from 110 to 240 V and can therefore be used anywhere in the world without a transformer.

The fastBook Professional system is available in two versions: fastBook Professional 600 can process up to 600 photo sheets and fastBook Professional 1000 up to 1,000 sheets per hour. Together with the large-format Chromira 5x Pro Lab printer, which is also obtainable from Imaging Solutions, this makes

an ideal complete package for the production of premium photo books for demanding amateurs and professional photographers.

Trendy photo products for "digital natives"

Whereas large-format photo books are suitable above all for target groups above the age of 35 with more money to spend, Imaging Solutions is also targeting younger consumer groups by offering top-class quality in smaller formats. "The success of the Fujifilm instax instant cameras has shown that young people can also become enthusiastic about physical pictures," said Bauer. "With the right offerings, they can also be motivated to print their smartphone photos." Bauer is convinced that unlike the older target groups, digital natives do not want to put a lot of time and money into bulky photo books. That is why, for these consumers, Imaging Solutions is opting for handy booklets that can be quickly put together and ordered on a smartphone and can be delivered by the imaging service provider at short notice. For this, the fastBooklet machine from Imaging Solutions is exactly the right solution. It



The fastBook Professional system produces book blocks of up to 457 x 457 mm (18 x 18").



The fastBooklet machine from Imaging Solutions produces a complete lay-flat booklet direct from the roll in less than 30 seconds.

produces a complete lay-flat booklet direct from the roll in less than 30 seconds in the format 10 x 10 cm (Instagram), 10 x 13 cm or 13 x 18 cm in sizes of 20 pages (10 sheets) to 100 pages (50 sheets). Through the fast hot-melt binding, the booklets can be dispatched to the customer on the day of production.

"Booklets are a logical upgrade of individual prints to stimulate the interest

of young target groups in printed photo products," said Bauer. "Compared with high-quality photo books, they are a favorable alternative in the lower price segment and are ideally suited to transferring snapshots of everyday life from a smartphone into memories that you can touch and feel."

To order right from a mobile device, Imaging Solutions offers its customers, in cooperation with Taopix, a custom-

ized app, with which imaging service providers can specifically contact their young customers. In fact, the designing and ordering process just takes a few seconds. You simply select the photos and choose the booklet format, and the rest is done automatically. After placing the order via the smartphone, the handy printed booklet can immediately produced with the fastBooklet system and shipped to the customer.