



## CPQ's Key to Growth: Robust Digital Workflow Combined With Quality Printers That Keep Pace

### CPQ Professional Imaging: Always Finding a Better Way

In 1972, portrait and wedding photographer Ron Coppinger of Cleveland, Tennessee, created CPQ Colorchrome Inc., introducing a Custom Division to the existing family business known as Coppinger Color Lab. CPQ rose to the top of the photo lab industry, providing customers with quality prints in a highly efficient setting. Today, the lab, known as CPQ Professional Imaging, employs more than 200 people in a 47,000-square-foot facility built in 1993. CPQ is still known for quality and efficiency, but now add innovation to the list. With a full menu of optical and digital products and services, CPQ provides its customers across the nation with a myriad of imaging products, custom order-entry software, specialty canvas mounting and many other creative offerings that spell growth for photographer and lab alike. "We offer professional photographers turnkey imaging solutions that help them maximize their workflows and enhance their profitability," CPQ Vice President Paul Kimball says. "It's no longer enough to say you can produce good prints. Rather, it's all about helping the photographer improve his or her business."

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It's one thing for a lab to add some digital imaging capabilities in response to the growth of digital photography. It's quite another to rethink the traditional lab model and install a robust, end-to-end digital workflow. By choosing the latter, CPQ Professional Imaging has ushered in an era of solid growth – delivering to its customers high-quality images on time, including a wide variety of new, digitally inspired photographic offerings. In the process, CPQ is enjoying previously unattainable levels of efficiency, productivity and profitability. The lab utilizes Kodak Digital Print Production (DP2) software as its "digital backbone" and prints its growing menu of images and packages on Durst printers – the majority on a Zeta Roll-to-Roll Digital Printer. "An efficient system is important, and it

has to lead to high-quality output," CPQ Vice President Paul Kimball says. This digital workflow formula is attracting a growing number of wedding, portrait and school photographers to the lab – so much so that CPQ has ordered a second Zeta.



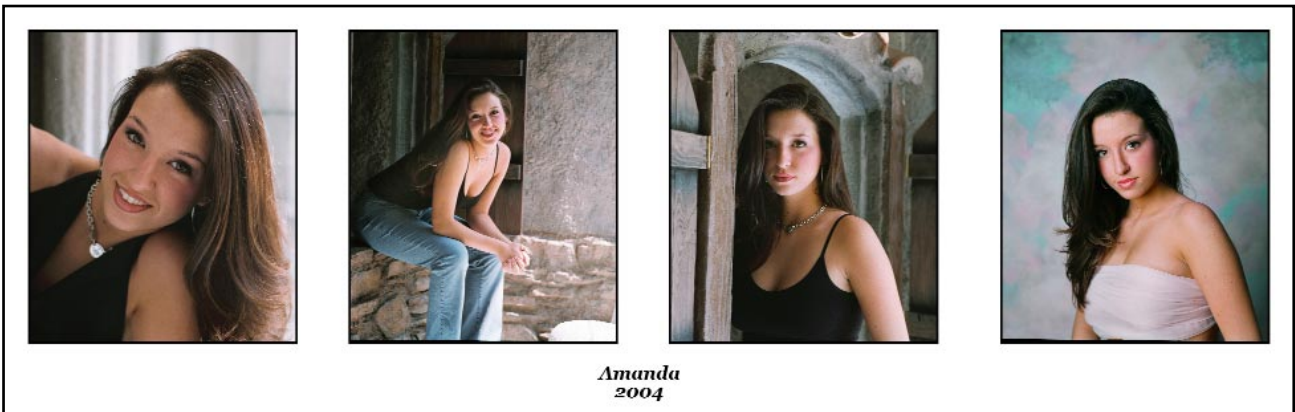
CPQ Vice President Paul Kimball has played a significant role in his company's transition to a robust digital workflow model.



The combination of speed, quality and creative innovation provided by CPQ has lifted the Cleveland, Tennessee, lab to the top of the professional photo lab industry. These examples of CPQ offerings were printed on a Durst Zeta Roll-to-Roll Digital Printer.



CPQ Professional Imaging utilizes two Durst Zeta Roll-to-Roll Digital Printers to produce innovative, high-quality portrait and wedding images for its demanding clients.



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### CPQ Output Fulfills the Promise of Digital Workflow

"We spent a lot of time and effort developing a digital workflow that would deliver all its promised benefits – and that's to our customers as well as to us. Otherwise, why would you do it? We're much more efficient and productive now. But just as important, our customers are getting more product options from us and the quality is high. Our Zetas are critical to the success of our digital workflow and to our overall business. You can't beat them on speed – for digital proofs, anything up to 11 inches wide. As a matter of fact, they wait on us. We're now able to complete jobs the same day they come in, and that's during the rush. Our digital workflow creates a lot of new opportunities for us, but also a lot of demands. The Zetas are so productive and dependable. They're handling everything we throw at them."

Paul Kimball, Vice President  
CPQ Professional Imaging



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