

# DUPLEX ADVANTAGE ENSURES 'TWO SIDES' TO THE STORY OF PHOTOPORT AND NORITSU FOR 2018

In advance of showcasing new product at The Photography Show, Noritsu's exclusive UK distributor PhotoXport is already hitting the ground running this year, with the expectation of sales and installations already exceeding its business for 2017...

**A** new year can prompt new gear, and Noritsu's **unique duplex printing system**, provided by its standard **QSS Green printer**, is proving to be popular with the customers of its exclusive UK distributor PhotoXport. So much so that, even though the year is still young, the company's business for 2018 is already on course to exceed that of the previous annum.

"We kicked off the year with a sale by the 5th of January, and have had interest from a big multi site retailer, who was absolutely blown away by its



well as raising the bar for environmental friendliness. Thanks to the ability of being able to change the height of the print stage at will, the amount of available paper and print media options is described as 'incredible'. Needless to say, PhotoXport can offer your business a complete range of premium inkjet papers.

## WET OR DRY, 2018'S THE TIME TO BUY!

As well as dry labs, PhotoXport is also doing famously well with Noritsu wetlabs, having recently sold seven heavy-duty machines to "big household names" in the UK. So it really is grasping the bull by the proverbial horns as the year gets underway, and particularly with The Photography Show coming up fast.

Talking of which, in addition to the above, there are new models on the way

### At a glance:

Noritsu's automatic duplex inkjet printer

- An all in one printing system with a wide variety of services and low total cost of ownership
- Print on both roll paper or single sheets
- Supports both single sided and double-sided 'duplex' printing
- An adjustable paper stage allows printing on a huge variety of media of differing thickness
- An amazing maximum advance length of 69.2-inches
- In addition to traditional prints, the machine is perfect for photo books, greeting cards, calendars and posters
- High resolution 1440 dpi quality prints, taking full advantage of Noritsu's multiple dot gradation technology
- Vivid colours with excellent contrast and smooth gradations
- Long lasting colours thanks to Noritsu's proprietary ink
- 'AccuSmart' correction technology and raw image file processing



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PhotoXport MD Derek Fieldhouse

performance," PhotoXport MD Derek Fieldhouse enthuses. "The Green duplex, as we've installed for the likes of Dave Rasch at Phoenix Photographic, is an absolutely unique product. Nobody else has it. If you want to do double sided inkjet printing automatically, there isn't anything other than the Noritsu. On top of this, there seems to have been a real growth in interest in duplex printing, which we're perfectly placed to fulfill. It's prompted a new stage in the development of PhotoXport and we're already rolling out equipment that will dwarf last year's sales."

The standard QSS Green duplex printer is described as powerful, versatile and compact, as well as possessing a build quality able to handle any situation, as

Which side are you on? Noritsu's standard Green printer (above), available now via PhotoXport, supports both double sided 'duplex' printing and single sided output, thereby offering maximum versatility

– a pair of dry labs plus a new wet lab. "We'll be debuting one of the new models at The Photography Show. In fact, the plan is to have the worldwide launch of the new Green system in the UK," says PhotoXport's MD. "We believe it will be well received in the UK and Europe, thanks to its size and capability." Watch this space – and our forthcoming March Photography Show preview edition of the magazine – for more, with Derek teasing that we'll have "new developments in silver halide" to look forward to then.

So, to get an early heads up on how Noritsu can benefit your business throughout 2018, call exclusive UK distributor PhotoXport on 0116 2675907.

[www.photoxport.com](http://www.photoxport.com)

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