



## Network Photography

# INCREASING EXPOSURE & DECREASING COSTS

Prior to their partnership with The Gordon Flesch Company (GFC), Network Photography had an unreliable technology service and supplies provider and was losing money and business opportunities due to their outdated technology and outsourcing of marketing materials.

GFC was a reliable service and supplies partner for Network Photography by completing service calls in less than a day and ensuring supplies were always in-stock. GFC also continually provided the studio with the newest technology to save money, print photos faster and help their business grow.

We installed and trained the studio personnel on the Canon imageRUNNER® so they could produce their own marketing materials and eliminate outsourcing costs.

GFC also installed a Canon imagePROGRAF® printer so the company could create its own backdrops and offer wide-format printing jobs to clients, making Network Photography a very competitive studio in its market.

“ The Gordon Flesch Company does more than help our company save money. They also help us expand our business reach. ”

— Jason Hoss, Director of Technology  
Network Photography



### THE CHALLENGE

To manage the costs of equipment service and supplies, while also providing the latest technology to the studio so they could remain competitive in the photography market.

### THE SOLUTION

We installed Canon imageRUNNER® devices so the studio could produce in-house marketing promotions instead of outsourcing, greatly reducing the studio's spending. We also designed a program for a long-term partnership with the studio that provided consistent service, at-the-ready supplies and access to the latest technology.

### THE RESULT

Outsourcing costs of marketing materials have nearly been eliminated, translating into a higher net profit, broader product lineup and more business opportunities for the studio.



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