

SIGN INDUSTRY NEWS CONTINUED

ORMS Elevates Their Print Offering With Canon Press

ORMS has upgraded to the imagePRESS C10010VP in order to elevate their print offering. ORMS was founded in 1996 by Mike Ormrod, whose vision was to bring photographers the best photographic gear and services.

Taken over by his son Jason, the business is thriving and doesn't only provide photographic gear, it also offers printing services for photobook creators, graphic designers, artists, interior decorators and more. Jason Ormrod, the owner of ORMS, said, 'Our intention has always been to provide innovative, unique and bespoke products to our customers. The imagePRESS C10010VP has opened a door into a very niche photobook segment. We plan to provide the publishing of quality, thread-sewn photobooks in short-run format, so that artists, photographers and general consumers have access to a higher quality product that can compete in the international market.'

Overcoming installation challenges

The imagePRESS C10010VP is a large machine, which needed to be lifted into ORMS by a crane. According to Lee-Ann Saunders, Account Manager at Canon, 'Roeland Street is one of the two main entry roads into Cape Town CBD and the roads are notoriously narrow in Cape Town. Getting the equipment into the building, while not affecting traffic into the city, was challenging. We also had to keep ORMS as productive as possible over the period, meaning we had a short installation window.'

'To overcome these challenges, the installation team was up before the rest of Cape Town and craned the device over the walls in the dark,' said Saunders. By 7:30am, the crane had left, and the technical team set to work installing the device. 'Having fired up the device pre-delivery, we were confident of a successful and quick install,' Saunders added.

With Canon having a long-standing relationship with ORMS, Hennie Badenhorst, the Head of B2B Direct Sales at Canon, specified that, 'ORMS made it a seamless exercise in making sure that the Canon South Africa team had the correct understanding of the environment and the



Zane Luther, Business Development Manager, ORMS, Jason Ormrod, MD, ORMS and Lee-Ann Saunders, Account Manager, Canon.

expectations from an end-user facing product.'

ORMS and Canon South Africa have a strong, long-lasting relationship, which ensured the communication was smooth. For future installations of the imagePRESS C10010VP, Saunders determined that 'more communication is always better. Challenges are diminished when they are communicated well in advance, so that contingencies can be made'.

Looking to the future

The imagePRESS C10010VP is a big piece of the future for the printing business. Considering how the device will be used at ORMS, Ormrod noted that 'The quality and reliability of the imagePRESS line means we can consistently deliver high-quality results across our product range, which includes everything from simple items, like business cards, all the way through to custom and bespoke publications.' There are many benefits that a

printing business could enjoy with the imagePRESS C10010VP. According to Hennie Badenhorst, 'The imagePRESS C10010VP will ensure that ORMS can meet the continuously growing end user demand for high quality, unique products, especially in the photobook segment. With the media functionality and flexibility of the device, some very bespoke products will make this one of the more sought-after applications on the market.'

'In order to compete on an international scale, it is without a doubt that ORMS have invested in a premium solution. Being one of the very early adopters of market trends such as the photobook market, ORMS has become a player that is consistently looking at pushing the boundaries and setting the trend for new innovations. The imagePRESS C10010VP makes for a perfect partner in this fast-paced digital world,' Ormrod concluded.

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