



## Sampsel Preston Photography's Quick Prints & Event Photography Stand the Test of Time with the DS80™ Printer from DNP

Sharon Sampsel and her partner, Greg Preston, have been in the photography business for over 30 years. After graduating from Art Center College of Design in Pasadena, California, Sampsel and Preston used their classical training from Art Center to start their own photography studio focusing on advertorial photographs for restaurants, hotels, resorts, and hospitality as well as editorial content.

Around 2008, Sampsel and Preston found business slowing with the economy and had to find new ways to bring in additional revenue for the studio. They soon found that quick printing and event photography created the revenue they needed.

Now, Sampsel and Preston focus a portion of their business on events where guests can buy prints and packages of their photographs. According to Sharon, an **AVERAGE EVENT WILL BRING IN \$4,000-\$8,000 A NIGHT**, depending upon event size.

"During the recession, we started taking events like military balls and silent auctions, and found there was a nice cash flow in that business model," says Sampsel. "We both had extreme technical training, so it was easy to transition to the necessary software needed for quick printing. We were even able to train an assistant to do the printing so we can shoot while they sell the packages."



Sampsel and Preston rely on the Professional edition of Darkroom Software and a DNP DS80 printer for printing at each event. Sharon and her team take several captures of each couple, then guests can look through all of their photos and choose their favorites. Even though they offer a la carte pricing for clients on a budget, their **AVERAGE SALE PER COUPLE IS \$50.00**. One of the most lucrative parts of this business model is when groups of people come in for team shots, and each team member pays for their own enlargement.

"We use our DNP printer to print all of our images, besides wallet size, and have received great feedback from return customers," says Sampsel. "One of the things about DNP printers that impresses me most is how the quality of the prints don't fade over time. I often have repeat customers, especially at military events, and they tell me they have images from eight years ago still on display at their house. That's how we know we are selling quality photos."