

David Boni & Canon

CASESTUDY

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Leading Photographer prints to perfection thanks to Canon. Having trusted Canon in his conversion to digital format, world-class photographer David Boni was tentative about digital printing – until he saw the breathtaking quality of the Canon imagePROGRAF series – and its healthy effect on his bottom line!

“The prints are stunning... genuinely photographic. I feel like I’m back in the dark room. Its brilliant – absolutely brilliant.”

The photographer

David Boni’s career as a photographer and commercials director has included working under some of the world’s finest photographers in London and then setting up The Picture House UK, which was to become the largest photographic studio in Scotland. After nearly 20 years he still works as a stills photographer and a director and has recently set up an online store venture, redspotshop.com, to unite eight of Scotland’s best photographers.

David recently won a pitch against five competitors to shoot the first limited edition Scottish Widows calendar with his stunning images of Hayley Hunt as the iconic widow shot on location in Sutherland and Caithness.

Seeking a digital solution

Until relatively recently David was using only film but started to dabble in digital with a leading competitors product.

“All the photographers I knew, when they weren’t using Hasselblad, would only use Canon and agreed there was no real alternative so when market pressures meant I was shooting digitally more than I originally thought I would be I ditched that camera and lenses for the top of the range Canon Digital SLR. It is very intuitive and user-friendly and the full frame chip and CMOS sensor were huge selling points.

“Having not shot on 35mm since college I was used to humping lots of heavy gear about and suddenly life became so easy. At first I felt like a fraud but now I am really enjoying the creative advantages. You can shoot on the fly, which allows you to capture moments you would have missed before and there are shots I simply wouldn’t have been able to achieve physically. The Scottish Widows picture ‘TheKnee’ would have been impossible without erecting scaffolding and wearing some sort of safety harness, but with this camera I can just lean out and shoot with one hand.”



David Boni
Freelance Photographer

 **imagePROGRAF**

Canon



imagePROGRAF iPF5100

“When a photographer contacts us they usually know they want a Canon as they are widely recognised as being the best... other brands just cannot match Canon for accuracy.”

Although David was thrilled with his Canon digital camera he was hesitant when it came to digitally printing his work.

“Some of my contemporaries were using non Canon printers but I wasn’t impressed with the results. They looked flat and dull to me, with too much black. At first I thought it was me getting the colour management wrong but I soon realised that even when I sent them out for printing they had this same look – a digital feel to them rather than photographic. I wanted to sell my own prints from my web shop redstopshop.com, but didn’t want to compromise on quality, so I started to research buying my own printer”.

No compromise

David contacted a Canon Large Format Printer Reseller on the recommendation of another photographer, Martin Phillips, at Redkite who had just bought a Canon device.

“I think of Martin as a ‘technical guru’ in all things digital,” David explains. “He put me in touch with Design Supply who were great and answered all my questions and I eventually bought Canon’s A2+12 colour printer. I did look at the alternatives but nothing came near to the Canon’s quality.”

Seeing the light

David’s home studio is a shed on the beautiful Scottish Isle of Arran so the printer arrived on a pallet by ferry and David, who admits to being ‘totally untechnical’, found the installation and set up no problem and quickly started to enjoy the results.

“Like many photographers I shoot 16 bit raw images and play around with them. Often when you come to print them you lose all the detail but this printer allows you to use an Adobe PhotoShop Print Plug-in which preserves the smooth tonal graduation and shadow detail.”

The Plug-in converts the 16 bit images to the 10 bit format that the printer needs, making it possible to get great quality when printing directly from the application without the use of a RIP.

As well as using a wide array of own brand papers, film and canvas, Canon’s imagePROGRAF printers are compatible with the market leading photographic papers. David uses mostly Hahnemühle but his work

for Scottish Widows was printed for exhibition on Canon’s 44” model, on Crane Museo silver rag paper.

“The prints were stunning – the output was genuinely photographic,” he says. “I’m aware of sounding like an evangelist when I talk about this but suddenly I feel like I’m back in the dark room – only no chemicals and I can work in the light. It’s brilliant – absolutely brilliant.”

The prints themselves certainly prove his point: The 12-colour system provides by far the widest colour gamut available. Not only that but the inks are lightfast for 120 years so any print David sells will literally last a lifetime.

“For the first time ever I have an image on the screen that is 100% absolutely what is printed out. I only have to print once. I am totally confident in the quality and accuracy. In fact I could send it to a client with my eyes shut.”

The Canon solution, David estimates, has halved his print time and also delivers considerable financial savings.

“I used to pay between £40 and £50 per print when I sent them out to a third party but now I can produce a better print myself for around £7. This means I get more of a profit margin on the prints I sell to galleries and online.”

Superb quality made simple

Elliott Clark, Account Manager at independent reseller, Design Supply, explains why Canon is so strong in the photo printing market.

“When a photographer contacts us they usually know they want a Canon as the brand is widely recognised as being the best. Their service and support is excellent and, as the only 12-colour system, the colour gamut is extremely wide. Although we sell other brands they just cannot match Canon for accuracy. What’s more they are designed to ‘plug in and play’ so although we offer full installation and half a day’s training, we usually find the customer doesn’t require it.”

Canon

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