



# PHOTOBOOK PRINT EXPERTS CHOOSE CANON IMAGEPRESS C710

The Malevich Company from Vyshhorod (Kiev suburb, Ukraine) has been operating in the market since 2008. It specializes in the manufacture of photo books and uses classic photo printing for the production of inner book blocks and covers.

The range of the company's photo books includes products of the economy, standard, and prestige segments. Malevich also manufactures various products using photo printing and offers large format printing services, the printing of digital photographs on canvas, and other such products.

The Canon imagePRESS C710 digital printing press has been recently installed at Malevich and it will allow them to expand the range of services into producing print books, as well as offer customers some new product formats and additional opportunities.

**Company name:** Photobook Factory  
**Field:** Photobook Print  
**Established:** 2012  
**Location:** Vyshhorod  
(Kyiv suburb, Ukraine)  
**Services:** Digital and large format print  
**Web:** [photobook.net.ua](http://photobook.net.ua)

## EXPERT IN PHOTO PRINTING

The etymology of the Company's name — Malevich — is interesting. According to the idea expressed by Oleksiy Haniushyn and the team, Malevich is an expert and professional in the business of photography, printing and sales of photo products. Malevich helps photographers to navigate beyond the printing of photobooks and photos.

The company is committed to developing the photographers' expertise regarding equipment setup and organization of sales. On the Company's website <https://new.malevichpro.com>, photographers can find a lot of useful and motivational tips (for example, arguments against the "7 beliefs

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that hinder photographers from earning”), interesting lifehacks and templates for posting on social media.

Malevich also provides all professionals with the opportunity to all get a free sample of photo books.

This useful resource has a calculator, using which the photographer can calculate the possible yearly income based on the cost and number of photoshoots.

Moreover, the Company provides photographers with the opportunity to create their price list (the service is called “Generator of commercial price offers”).

Malevich’s customers can also take advantage of support services that help to set up the equipment properly.

The Company also develops a service called “Photobook factory” (<http://photobook.net.ua>). Clients can order photo books and photographic printing using this service.

Malevich respects its competitors who make a decent product. However, Oleksiy emphasizes that the company has chosen its niche (producing premium photo books, helping photographers in all the main aspects of organizing their business). It manufactures

photo books at prices that are slightly higher than the market average and does not compete with the price. It understands perfectly well that it will not cover 100% of the market, therefore it is focused on the highest quality service of its target segment.

## A ROCKY START

In 2014, Malevich first tried to print books by the polygraphic method using a computer-to-print system by one of the well-known manufacturers. However, the attempt was unsuccessful. The printer was not calibrated correctly; it did not produce either accurate colors or high-quality tonal transitions. That is why that digital printing press wasn’t good enough to print even cheap school books: the color was unstable even within a single printing run, and when printing 30 covers the final piece could be very different from the first. Yet the most serious problems would occur when producing reruns.

Such the results were not acceptable for a company that positioned itself as a professional in the printing services.

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# LEARNING BY DOING, ACHIEVING BY PURSUING

However, although having failed, the Company did not stop its search for a suitable solution that would expand the range of services and allow to produce not only traditional photo books but also print books using the polygraphic method.

Oleksiy Haniushyn was offered to test the imagePRESS C710 printer from Canon's new line-up. Under the initial testing, Oleksiy asked to print a gray plate and a test image including light colors (high-quality printing of such images is often a problem for electrographic devices that print using dry toner). And Canon imagePRESS C710 passed the test, as Oleksiy Haniushyn said: "Excellent test image – the plate was really gray, without stripes and homogeneous,"

Oleksiy notes, that after a closer look at the printer's potential, it became obvious that the Canon imagePRESS C710 works well with color (the new Canon ConsistentlyVivid (CV) toner provides stability and accurate color reproduction). Canon imagePRESS C710 prints with a resolution of 2400 dpi, so the finished product boasts the highest quality of text and image reproduction.

Several options for halftone raster patterns, improved color calibration make Canon imagePRESS C710 print quality comparable to the offset print and ensure it meets the highest requirements.

Oleksiy Haniushyn also emphasizes such advantage of the Canon imagePRESS C710 model as an integrated color control system. For Malevich, the ability of independent calibration during the printing process proved to be extremely important (Canon imagePRESS C710 features significantly accelerated calibration speed, and the color is checked according to standards such as Fogra and IDEAlliance). The Canon imagePRESS C710 is equipped with a high-performance EFI Fiery controller that supports high-speed printing of variable data during the manufacture of personalized products. The PRISMAsync controller is at the core of the concept of a single control point for the entire printing process and the efficient distribution of tasks.

In a word, a decision to purchase the Canon imagePRESS C710 was not spontaneous. Malevich's team tested the Canon imagePRESS C710 for a whole month at MacHOUSE's demo hall, studied the printer's color gamut, and determined technical limitations. "Even the basic functionality of the Canon imagePRESS C710 is enough for stable and proper operation to produce the required result for Malevich," Oleksiy Haniushyn emphasizes.

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## WHY CANON IMAGEPRESS C710?

In the production of print books, Malevich is not inclined to experiment with materials: two basic types of quality paper (170 g/m<sup>2</sup> and 350 g/m<sup>2</sup>) by trusted manufacturers are usually used. That is why the Company mostly went for these two types of paper while testing the Canon imagePRESS C710.

The Canon imagePRESS C710 allows to printing on thick papers (up to 350 g/m<sup>2</sup> according to the passport, which is also possible using most other printers, but the Canon imagePRESS C710 also features such density in the technical specifications). This option is very important for Malevich since it is not necessary to additionally cache the first and last spreads of print books.

Malevich is also interested in the possibilities of digital printing on specific materials (newsprint paper, craft paper). The Company's team strives to make the product more interesting and personalized without increasing its price significantly.

Oleksiy and his colleagues have exciting ideas for making personalized packaging using craft paper, so the range of printed articles can be expanded in the nearest future. The ability of the Canon imagePRESS C710 to print banner sheets up to 330x1300 mm in size will enable Malevich to expand the range of offered products. In particular, the Company plans to master the production of self-folding long books and to print vertical collages.



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# COMMERCIAL OPERATION

At the beginning of August, Malevich launched commercial operation of the Canon imagePRESS C710, with several dozens of orders printed. The print results was quite well-satisfied with customers.

The Malevich Company has also started testing the quality of prints lamination using Canon imagePRESS C710 since it has plans to laminate the covers of its products. It takes some time to understand the prospects for laminating prints using the Canon imagePRESS C710 — not only time for fine-tune the process but also to make sure that the laminate doesn't come off the toner (laminated samples must be tempered for some time).

Oleksiy Haniushyn's plans include expansion of the product line and focusing on sales and marketing to popularize the printing of photo books among photographers.

According to Oleksiy, up to 80% of photographers in Ukraine do not use photo books. Therefore, Malevich is actively popularizing the photo book segment among photographers as a possibility to get additional income.



“If the photographer has low income, he or she needs to find more clients (but there are not that many), and this creates a nervous environment. Isn't it easier for photographers to just use photo books in their work and make money on it?”

Oleksiy Haniushyn,  
Managing Director  
PhotoBook Factory

**Canon Europe Ltd**  
3 The Square  
Stockley Park  
Uxbridge  
Middlesex  
United Kingdom  
UB11 1ET  
Tel: +44 208 588 8000  
Fax: +44 208 588 8001

[www.canon-europe.com](http://www.canon-europe.com)

**Canon Ukraine, LLC**  
Mechnikova str., 2  
Litera A,  
3rd floor  
01001 Kyiv  
Tel: +380 44 490 2595

[www.canon.ua](http://www.canon.ua)

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