



## INTRODUCTION

**Name:**

Godwin Okpe

**Profession/Services:**

Professional Photographer

**Industry:**

Tourism, Justice and Legal

**Career Start Date:**

August 2011

**Location:**

Lagos, Nigeria

# ENHANCING NIGERIAN PHOTOGRAPHY SERVICES WITH THE CANON SELPHY CP1000 – THE STORY OF GODWIN OKPE

### OBJECTIVE:

- To provide photography services that meet the high demands of clients requiring quick, reliable, and high-quality images for passports and other identification documents.
- To ensure a dependable printing solution that delivers superior quality in a fast-paced commercial environment.
- To improve workflow efficiency, reduce printing errors, and maintain high customer satisfaction to secure repeat business and referrals.

### APPROACH:

- Established a photography business to cater to high-demands of clients.
- Focused on providing immediate photo services for passport pictures, crime scene documentation, and affidavits.
- Implemented a reliable printing solution to handle high-volume and time-sensitive requests.
- Prioritised meeting high customer expectations for flawless, high-quality prints, particularly for legal documentation.

### CHALLENGES:

- Transitioned to using the Canon Selphy CP1000, which improved workflow efficiency and customer satisfaction.
- Benefited from the Selphy CP1000's superior image quality, reducing customer complaints and enhancing the business's reputation.
- Utilised the printer's portability and battery operation to overcome frequent electricity outages in Nigeria, ensuring uninterrupted service.
- Leveraged the printer's speed to meet clients' demands for fast turnaround times, contributing to high customer satisfaction.
- Managed environmental challenges by selecting equipment capable of withstanding dust and maintaining high-quality output.

**Canon**



## INTRODUCTION

Godwin Okpe, a professional photographer from Nigeria, has established a thriving business specialising in photo ID printing for passports and other official documents. Over the years, he has become a trusted provider for individuals and government institutions alike, offering fast, high-quality, and precise photo ID solutions. With over a decade of experience in the industry, Godwin's journey into photography began by chance.

In 2011, he was encouraged by his cousin, who was like a brother to him, to join him at his studio. Initially, Godwin's visits were driven by a desire to stay occupied, but his curiosity about photography grew as he observed the process.

He began experimenting with taking photos and received constructive feedback from his cousin, which fuelled his desire to improve. As Godwin honed his skills, his cousin entrusted him with the studio, recognising Godwin's growing influence and customer satisfaction. This success led to Godwin becoming the face of the business, eventually overshadowing his cousin.

In addition to his ID printing services, he occasionally works with institutions such as the Nigerian Police and the High Court in Lagos, capturing images for official purposes. However, it is his focus on delivering high-quality, fast, and secure photo ID solutions that has become the cornerstone of his business.

As a loyal Canon user since 2012, Godwin attributes much of his success to the Canon Selphy CP1000 printer, which has played a critical role in streamlining his workflow and maintaining customer satisfaction. With the nature of his business requiring quick turnarounds and the handling of sensitive documents, the ability to print directly from an SD card, CF card, or USB drive has been invaluable. Instead of relying on external print houses, where confidentiality and time constraints for clients could be a concern, Godwin is able to print high-quality documents on demand in his own workspace. This not only ensures that his clients' information remains secure but also allows him to meet tight deadlines efficiently.

## Objectives

Godwin's primary objective was to ensure that his photography services met the high demands of his clientele, who require quick, reliable, and high-quality photos for official documents such as passports, visas, and other identification needs. Meeting these needs requires a dependable solution that delivers top-tier quality.

He aimed to deliver high-quality printed images on demand, meet the unique requirements of his police and legal clients, reduce printing errors, improve workflow efficiency, and keep his customers satisfied to ensure repeat business and referrals.

## Challenges

Godwin faced several challenges in his photography business. He was required to provide immediate photo services, whether for passport pictures, crime scene documentation, or affidavits.

This environment also posed several challenges, including high demand and time pressure, frequent power supply issues in Nigeria, and dust from Lagos's streets that caused malfunctions in his printing equipment.

Customer expectations were exceptionally high, particularly when dealing with sensitive legal documentation that required meticulous attention to detail. Unlike typical print jobs, legal documents could not be entrusted to any standard print house due to the urgency and sensitivity involved. The Canon Selphy CP1000 printer offered a crucial advantage in this context. By enabling users to insert an SD card, CF card, or USB drive directly into the printer, the Selphy CP1000 ensured that documents could be printed securely and efficiently without the need to transport them to external print services.

## Approach

Recognising the limitations of his previous equipment, Godwin turned to the Canon Selphy CP1000 to enhance the quality and efficiency of his photography business. He chose the Canon printer for its reputation for quality, portability, and durability, which provided an opportunity to overcome his primary challenges, particularly the need for fast, high-quality prints and its ability to function independently of an unreliable power supply.

By integrating the printer into his process, he also reduced errors, ensured a quick turnaround for clients, and enhanced the overall customer experience.

Godwin purchases two packs of Canon printing sheets each week, with each pack containing 108 sheets. On average, he uses between 8 to 10 packs weekly to meet the high demand for his services. Additionally, he buys two Canon printers each year to ensure consistent performance.

In his workspace, he uses his phone to capture photos for ID purposes, whether it's a full picture or a portrait, depending on the customer's requirements. After taking the image, he transfers it via a flash drive to his Canon Selphy CP1000 printer, allowing customers to receive their high-quality prints almost instantly. While his phone serves him well for now, Godwin plans to upgrade his equipment soon by purchasing a Canon camera to further enhance his services.

## CANON SOLUTION

The Canon Selphy CP1000 provided several solutions to the issues Godwin faced in his daily operations. It significantly improved print quality, delivering superior results compared to his previous equipment and ensuring customer satisfaction. Additionally, the printer's power efficiency, especially with the option to use the NB-CP2Li Portable Battery as an accessory, allowed him to continue operating during frequent power outages.

The portability of the Canon Selphy CP1000 also enabled him to transport it easily to different locations, whether in his studio or on-site at crime scenes. Additionally, the fast print speeds of the Selphy CP1000 allowed him to meet high-volume printing needs efficiently, further enhancing customer satisfaction with his quick service.

The Canon Selphy CP1000's user-friendly design also makes this process seamless. Its 6.8 cm (2.7") tilting LCD screen provides easy viewing and navigation through intuitive on-screen menus. This allows Godwin to store his favorite print settings for consistent results, as well as crop, adjust brightness (across 7 levels), and choose from various colour intensities like Vivid, Neutral, Sepia, and more, ensuring each print is perfectly tailored to his clients' needs.

"I can use my printer all day, and at the end of the day I can just charge it. I can take it with me everywhere. The printer quality is superb. My customers love the quality of the images; they say 'WOW, I love this picture' and they are always impressed. People in Lagos are always in a rush and hurry, and they stress me with time, so they are impressed that I can deliver to them fast. They get so excited when they see the printing occurring in front of them,"

says **Godwin Okpe**.







## SIDE-BY-SIDE WITH CANON

Since adopting Canon's technology, Godwin has experienced tremendous growth in his business. His partnership with Canon has allowed him to maintain a competitive edge in a highly demanding market. Customers appreciate the quality and speed of his service, and his reputation for reliability and professionalism has grown.

What sets the Canon Selphy CP1000 apart is its lab-quality printing capability. In less than a minute, Godwin can produce professional-grade, long-lasting photos using dye-sublimation technology, which delivers exceptional depth and colour gradation without delay.

For ID photo printing, the Canon Selphy CP1000 offers even more convenience with its ID photo print feature, complete with a Face Frame Guide for easy alignment. It supports a wide range of accepted sizes and even lets Godwin print two different ID sizes on one sheet with cutting guides for precise trimming.

Additionally, the Auto Image Optimise feature, equipped with scene and face detection, enhances every photo. This technology intelligently corrects image imperfections, reduces unwanted noise, and brings added clarity and richness to each print, ensuring that every ID photo meets professional standards.

## LOOKING AHEAD

Godwin is eager to expand his business and explore new opportunities. While his work with government institutions keeps him busy, he is always looking for ways to grow and innovate within the photography industry. His goal is to continue using Canon technology to meet his clients' needs and expectations while exploring new areas of photography as the business grows.

Looking ahead, Godwin is confident that his continued collaboration with Canon will help him maintain his reputation for excellence. He is excited to explore new techniques that can enhance his work further while continuing to provide the exceptional service his customers have come to expect.

## MEDIA ENQUIRIES, PLEASE CONTACT

Canon Central and North Africa  
Mai Youssef  
e. Mai.youssef@canon-me.com

APO Group - PR Agency  
Rania ElRafie  
e. Rania.ElRafie@apo-opa.com



To watch this Professional photographer's story  
please visit: <https://en.canon-cna.com/canon-print-hub/>

## ABOUT CANON CENTRAL AND NORTH AFRICA

Canon Central and North Africa (CCNA) (Canon-CNA.com) is a division within Canon Middle East FZ LLC (CME), a subsidiary of Canon Europe. The formation of CCNA in 2016 was a strategic step that aimed to enhance Canon's business within the Africa region - by strengthening Canon's in-country presence and focus. CCNA also demonstrates Canon's commitment to operating closer to its customers and meeting their demands in the rapidly evolving African market.

Canon has been represented in the African continent for more than 15 years through distributors and partners that have successfully built a solid customer base in the region. CCNA ensures the provision of high quality, technologically advanced products that meet the requirements of Africa's rapidly evolving marketplace. With over 100 employees, CCNA manages sales and marketing activities across 44 countries in Africa.

Canon's corporate philosophy is Kyosei - 'living and working together for the common good'. CCNA pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon's products, solutions and services. At Canon, we are pioneers, constantly redefining the world of imaging for the greater good. Through our technology and our spirit of innovation, we push the bounds of what is possible - helping us to see our world in ways we never have before. We help bring creativity to life, one image at a time. Because when we can see our world, we can transform it for the better.

For more information: [Canon-CNA.com](https://en.canon-cna.com)

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