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## **Personalization Market Drives Growth for New York Firm**

### **Roland Digital Printing Technology Provides Production Platform**

**Irvine, Calif., Oct. 31, 2012** – What do brides want on their wedding day? Nothing short of perfection. Delivering perfectly personalized wedding favors is a specialty at [Favors and Flowers](#), a New York City-based company that has been providing customized products for corporate events, sweet 16 birthdays, baby showers and bar and bat mitzvahs since 2003.

“There’s a strong trend now toward using names, logos and even photographs to personalize favors,” said Joanne Mann, who founded Favors and Flowers with her husband, Elkin Mann.

To handle their demand for personalized products, Favors and Flowers purchased the [Roland](#) VersaStudio BN-20 20-inch [desktop inkjet printer/cutter](#) with CMYK plus metallic ink. “The BN-20 fits perfectly with our business,” said Elkin. “It’s extremely easy to use and gives us great results.”

“This is New York – everyone’s in a hurry,” said Elkin. “The BN-20 has print and cut features all in one machine, which speeds up our production and lets us make changes on the fly.” The small footprint of the BN-20 is another advantage for Favors and Flowers.

Favors and Flowers uses its BN-20 to produce customized product labels and decals for garments, banners and floor graphics. “Having the BN-20 has allowed us to broaden our product range,” said Elkin. “It has a lot of functionality for us.”

Customers can order online or come to the store. They can also upload photos to be incorporated into their designs. “The process couldn’t be simpler,” said Elkin.

“In party planning, the big changes season to season are what colors are in fashion,” said Elkin. Favors and Flowers offers its clients a rainbow of color options as well as metallic ink. “The BN-20 colors are right on target. When we need peacock blue, we get peacock blue,” said Elkin.

“The BN-20 makes running our business easier and more efficient,” said Elkin. “It has been a great investment for us.”

Imagine.



For more information on Favors and Flowers, visit [www.favorsandflowers.com](http://www.favorsandflowers.com). For information on Roland wide-format inkjet printers and printer/cutters, please visit [www.rolanddga.com](http://www.rolanddga.com).

**Roland DGA Corp.**

Headquartered in Irvine, Calif., Roland DGA Corp. serves as the U.S.-based marketing, distribution and sales arm of Roland DG Corp. in Hamamatsu, Japan. Celebrating 30 years of innovation, Roland provides business-critical solutions every day to professionals across the sign, grand-format, sublimation, UV inkjet, digital graphics, vehicle graphics, fine art, dental, photography, packaging, label, engraving and 3D modeling industries. Roland DGA is ISO 9001:2008 certified, and Roland DG is ISO 9001:2008 and 14001:2004 certified.

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