



THE CHALLENGE

Israeli Moshik and his sister Michal Galamin founded the company called Instablock. The name consists of two elements: “Insta” resembling “instantaneous” and “block” resembling... well... a block. Together these words challenge virtual worlds where social networks rule, by offering unique products as a replacement to traditional photo albums in the real world.

Products in user story: [ValueJet 426UF](#) & [ValueJet 626UF](#)

Founded in 2015 with the sole aim to provide their customers with a solution for the perfect gift, combined with the added value of capturing memories that last forever, Instablock has been relying on an army of Mutoh [ValueJet 426UF](#) and [ValueJet 626UF](#) printers. With 13 of these printers, Instablock has the perfect tools to bring an alternative to traditional photo albums.



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EASY & UNIQUE

Moshik Galamin together with his sister Michal Galamin, both having a high affinity with design, came up with a simple, yet very clever idea. With a thorough understanding of the market, they identified the need for unique, customisable products that were easy to acquire. Born was the idea of having pictures and photos printed on fashionable designer blocks: Instablock.

This is when the Mutoh printing equipment became irreplaceable: compact high quality printers that fit in small office spaces, with tons of application possibilities.

Using the ValueJet 426UF and the ValueJet 626UF, the company prints their customers’ personal pictures on a range of different materials such as wood, OSB and concrete, with all of these materials available in various shapes and sizes.

SUCCESS AS A WEB STORE

Starting out as a web store, the online concept was simple: customers choose the block type (materials from OSB, wood, concrete etc.) and size from a wide selection and then send their desired picture via email or WhatsApp to have it printed on their desired block.

Serving both local and international customers online, Instablock has been constantly expanding and is now much more than a web store. Starting the expansion in 2016, the company has now opened 10 new stores equipped with the Mutoh ValueJet 426UF in prime locations all over Israel, where customers can bring their pictures and have them printed in a few minutes. The Instablock printing process takes place in the store premises, so customers can collect their items at the end of their shopping trip if they desire.



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PROFESSIONALISM

Together and separately, Moshik and Michal are responsible for businesses and projects which incorporate unique style and design. With the help of some of the best professionals in the field, as well as additional talented family members, they are proud of realising their dream of building and developing a series of high-quality, fascinating artistic products, which are environmentally friendly and recyclable. They aim to offer products which can serve as a lifelong memento, a design piece for home or office or as personal gifts. "We stand behind our product and truly care about our customer's satisfaction. Our outstanding customer service is what has led to our brand's great success" says Moshik Galamin, owner of Instablock. "We focus on being the best at providing quality printed art that is accessible to everyone and we continuously update our selection of products, materials, sizes and prices according to the current fashion and trends" continues Moshik Galamin.

The choice for the Mutoh ValueJet 426UF and ValueJet 626UF was easy: the unrivalled print quality was a must for Instablock. Additionally the reliability and ease of use are simply the cherry on the cake.

TWO GIFT CATEGORIES

"Our company offers two main gift categories: the first being personalised items to be given as special gifts for an event or company gifts for employees. Secondly, alongside our professional implementation of the final work, we also offer our customers a service to assist in their own creative artwork designs" says Moshik Galamin. By understanding just how difficult it is to find new ideas for original, yet affordable gifts, Instablock has created a completely new way of enjoying photos made on holidays etc.

NEVER-ENDING WAR

Even though they are winning the war on traditional photo albums and social media, it is never ending, as the company has plans to keep expanding. One of their latest novelties is their tried-and-tested franchising system, where they are always on the lookout for new partners ready to take on the task of bringing Instablock to untapped markets. "Our clear framework and guidance strategy is based on our mission, and these have proven highly successful in the Israeli market. We aim to expand throughout Israel as well as worldwide in leading locations and relevant markets" says Michal Galamin.



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