

nphoto

JOURNAL

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**WANT TO SELL
A PRINTED PRODUCT?
OFFER A 'TEST DRIVE'**

Don't be that photographer who takes an obvious and costly short-cut by excluding samples from your studio. At times samples may seem unnecessary and like an erroneous expense, but their value to your studio will more than pay off in the long-run. Find out why samples are an absolute essential for every professional photography studio.

Imagine the following: Your car is on its last leg and you managed to squirrel away a few dollars and so are in the market for a new car. You have a friend who seems to know a guy and he gives you the name and address of the dealership. Excited to have a lead you block out your weekend (OK, sorry, weekday ;)) and investigate. As you pull up to the dealership it seems rather typical: that usual, spacious glass building looms on the property; its not a huge lot, but big enough, only – where are the cars?

OK, OK you figure they **must** be in the back, or inside and so proceed. You park your car, walk in the building and again are a little confused. Despite it's large size it's empty! Well empty save for a business desk squarely in the center.

A man in a suit greets you and invites to have a seat at his desk.

"Hi," you say full of doubt, "I, um, I'm looking for a car – I heard of you from a friend – but I think I've got the wrong place-". "No, at all," he replies confidently. Please..... have a seat. A car is what you want and cars

are what I have."

"Uh, I don't mean to be rude – but, where?," you ask skeptically. "Here!" he points to his computer. "Have a seat and I'll show you some of the latest models and best-sellers."

Let's be real: how many of you would walk away from that scenario with a new car? Why is buying an album any different? Spoiler alert: it's not.

When a client wants something as significant and precious as an album they want to have a rough feel of what they're going to get.

This doesn't mean they have to have complete control of what you should offer them – no Ford dealership is going to sell you the latest BMW after all – but they need a feel of what you have [quite literally as well. This is why having studio samples is essential.]

Furthermore, it's important to remember, when most clients get to you – especially newlyweds buying a wedding album – it's often their first experience in buying an album. In other words, they are completely ignorant to what the "World of Albums" is like and it's your job to introduce it to them and educate them about it.

As your own sales person you should have a selection for them to feel and experience in that moment, and, hopefully, grow attached to before even thinking of walking out the door. Expecting them to simply be able to imagine that luxury feel, or high-quality print is not going to fly.

Take myself as an example. I'll be honest, before I started working at this company I didn't really have any interaction with photo albums. So when I heard I was working for a company that sold photo albums my thought was "Oh OK now how are these scrapbooks with slots for interchangeable photos going to sustain my salary?"

Then I saw the prices for Photo Albums and was thinking this really is a joke. THEN I saw and felt in-person what a photo album REALLY is and not only was I convinced my financial future was secure, but wondered why they aren't more money! I am sure most first-time clients will have similar thoughts.

Without a sample there is simply no sale.

Now, for those of you thinking that albums aren't necessary in the first place – fair enough, maybe they don't fit in with your style, still; Photo Albums give you the potential to make the biggest profit.

In the same way most people won't buy a new car without having a chance to see it on the lot, or give it a test drive; or buy a new type of clothing – or shoe – from a new brand without trying it on first; you can't expect your clients to buy things from you that you don't have a sample of in your studio for them to experience first.

In this way the rule is simple. **Don't go overboard, but have at least one sample in your studio for the products you really like and want to have represent you and your style.**

Also, again, don't go too far as too much can be

overwhelming, but if you do multiple types of photography among your samples try your best to cover each type. For example, if you're an "all-types" photographer have a sample album with a wedding shoot, have a sample album with a newborn shoot, have a Folio Box with a boudoir shoot, etc – this way any client that walks in will be able to specifically relate and imagine their order in one of your products.

Often, this may even convince them to get something they didn't plan on purchasing before entry. They may have left their house only planning on a digital package, but after seeing the nice display had-to-have the print product(s) as well. That is the ultimate point of studio samples, after all, isn't it?

It's the same theory as the cars on the lot for car salesman: after that test drive you can't imagine yourself without it. Get yourself some samples and have your clients realize they can't be without your photo products.

The old saying is seeing is believing but in this day-and-age we are all capable of doing a lot of "seeing" without much substance. I can see a nice, new car on a computer screen, but that doesn't mean I believe it's sales description. Instead, I need to give it a test-drive; I need to feel it. That's why the 21st century's saying is: seeing isn't believing, feeling is. Having studio samples that your clients can feel not only gives them first-hand experience with the photo product itself, but also envelopes them in the impressive power of your art. If you ask me that's pretty important.



DORIE HOWELL

co-founder of professional photography
educational and networking platform, IPS
Mastermind

"People buy what they see. It is good to show them samples so they can see the quality and realise that what you are offering they are not going to be able to get at their local store. That it's something unique to your business and it's beautiful and it's a little bit different and a little bit special."



DIFFERENTIATING OUR PHOTO ALBUMS, DREAMBOOKS, AND PHOTO BOOKS PRO

At nPhoto we offer a variety of products, most notably our renowned Photo Albums, our ultra-high quality Dreambook 4K, and our Photo Book Pro line. But, what's the difference between these 3 products even? Read on to find out.

One of the greatest things about being a professional photographer today is all the choice that is available. This could be said about anything related to photography, but certainly applies to your options with us at nPhoto as well.

Amongst many things, the first major decision you'll have to make when you want a bound collection of prints is whether to get a Photo Album or a Photo Book (or our ultra high-quality photo book; our DreamBook 4K). But, after all, what's the difference even?

THE VERDICT

The difference between our albums and photo books is vast. From the way they're printed, to what they're printed on, to the capacity they maintain, our Albums and Photo Books are certainly different animals; but both are exquisite forms of quality more than capable

of assisting you in turning a killer profit.

THE PRINT METHOD

First, the method in which they are produced is very different. Our Photo Albums offer three distinct print methods you can choose from. Our standard spread finishes Silk and Pearl metallic are developed using Noritsu HD Silver Halide technology which actually directly exposes an image on to either silk or metallic paper. In this way our albums don't even use ink at all.

However, if you decide to use an album with our Canon Deep Matte option, or Mohawk Eggshell your album will be printed with state-of-the-art, fortified, seven-dye ink from our Canon DreamLabo 5000, or HP Indigo 12000 inkjet printers respectively.

On the other hand, our Photo Books are printed using inkjet technology. Specifically, our Photo Books Pro are printed using the HP Indigo 12000 printer which utilizes a state-of-the-art liquid ElectroInk consisting of seven different ink colors.

Our DreamBook 4K is similar to our Photo Books Pro, yet enhanced. The DreamBook is printed using the ultra high-definition Canon DreamLabo 5000 inkjet printer consisting of a fortified seven-dye ink. The result is images in 2400 DPI printed in 4K definition.

THE PAPER OPTIONS

Another major difference between our albums and

Top to bottom:

Photo Book Pro - non-lay-flat

DreamBook 4K - nearly lay-flat

Photo Album - lay-flat





photo books is the materials the images are printed on. With our albums you have the choice of four paper types: Silk (Fuji Silk), Pearl [metallic] (Fuji Pearl), Eggshell (Mohawk Eggshell), and Deep Matte (Canon Deep Matte). Our Canon Deep Matte option uses a paper specifically designed for Canon DreamLabo 5000 it's printed on.

Moreover, all these papers are later professionally mounted to achieve a beautiful 800gsm as well as an integrity and durability to make it the ideal heirloom product that will last generations.

One important point of note here is we offer you the chance to mix silk and pearl spreads within the same album on a spread-by-spread basis. This is just another unique benefit about our lab. However, with the Deep Matte and Mohawk Eggshell papers, there is no mixing option available. These paper types are all or nothing.

As for our books we use a variety of photographic papers. Our DreamBooks 4K uses three special Canon papers designed specifically for the DreamLabo 5000 printer and its ink. The three finishes available are: Glossy (250 gsm), Lustre (250 gsm), and Satin (170 gsm). With our DreamBooks 4K no mixing option is available; only one paper type can be used throughout each project.

With the Photo Book Pro you have the choice between three different paper options. Here the choice is between either Mohawk Eggshell at 148 gsm or 216 gsm, Felix Schoeller Lustre (190 gsm) or Arctic Matte

(170 gsm). Also, worth noting is that while our Photo Albums and DreamBooks 4K have a lay flat design our Photo Book Pros do not offer this ability. Also, for our Photo Books Pro, like our DreamBooks 4K, paper-mixing within the same product is NOT an option.

THE CAPACITY AND OPTIONS

The last difference between our Albums, DreamBook 4K, and Photo Book Pro is the capacity. Our albums come standard at 10 spreads (20 pages) but can range from 5 spreads (10 pages) up to 40 spreads (80 pages). Our DreamBook 4K comes standard at 15 but ranges from 10 spreads (20 pages) to 60 spreads (120 pages); while our Photo Book Pro ranges between 20 – 120 double-sided pages and comes standard at 20 pages.

All three products; Albums, DreamBooks 4K, and Photo Books Pro, come in a variety of wonderful collections. With that they all also have access to incredible amounts of design add-on options so you can be sure never to create the same product twice.

So, in short our Photo Albums, DreamBooks, and Photo Books Pro are certainly different, but they all offer the same result: stunning hand-crafted products with breathtaking print quality. So despite the differences, rest assured whichever you choose you won't go wrong.

Now that's nPhoto **#reasontoprint**

	PHOTO ALBUM	DREAMBOOK 4K	PHOTO BOOK PRO
Page Thickness	thick / 800 gsm	thin, flexible / gsm dependent on chosen paper type	thin, flexible / gsm dependent on chosen paper type
Min number of pages	5 spreads / 10 pages	20 pages	20 pages
Max number of pages	40 spreads / 80 pages	120 pages	120 pages
Binding	lay-flat	almost lay-flat	non-lay-flat
Full-spread image	Possible	Possible	Not recommended
Design	Design spreads Starts with spread Ends with spread	Design pages or spreads Starts with page on the right Ends with page on the left	Design pages Starts with page on the right Ends with page on the left
Available papers	Fuji Silk Fuji Pearl/Metallic Canon Deep Matte Mohawk Eggshell	Canon Gloss (275 gsm) Canon Luster (275 gsm) Canon Satin (170 gsm)	Mohawk Eggshell (148 gsm) Mohawk Eggshell (216 gsm) Felix Schoeller Luster (190 gsm) Arctic Matte (170 gsm)
Print Technology	Noritsu HD Silver Halide (Fuji Silk, Fuji Pearl/Metallic) Canon DreamLabo 5000 Inkjet printing technology (Canon Deep Matte) HP Indigo 12000 Electrolnk technology (Mohawk Eggshell)	Canon DreamLabo 5000 Inkjet printing technology	HP Indigo 12000 Electrolnk technology
Available sizes (collection dependent)	15x15 cm/6x6" 20x20 cm/8x8" 15x20 cm/6x8" 20x15 cm/8x6" 20x30 cm/8x12" 25x25 cm/10x10" 30x20 cm/12x8" 30x30 cm/12x12" 36x28cm/14x11" 40x30 cm/16x12" 45x30 cm/18x12"	20 x 20 cm / 8 x 8" 30 x 20 cm / 12 x 8" 30 x 30 cm / 12 x 12" 45 x 30 cm / 18 x 12"	30 x 20 cm / 12 x 8" 30 x 30 cm / 12 x 12" 42 x 30 cm / 16.5 x 12"
Available collections	ACRYLIC PRESTIGE EXCLUSIVE CREATIVE 100% GAMMA WHITE LADY BLACK STAR GLAMOUR WITH SWAROVSKI CRYSTALS	ACRYLIC PRESTIGE EXCLUSIVE CREATIVE 100%	ACRYLIC PRESTIGE EXCLUSIVE CREATIVE 100% GAMMA
Available packaging	ALBUM BOX, SLIPCASE, WOODEN BOX, CLASSIC BOX	DREAM BOOK 4K BOX, SLIPCASE	PHOTO BOOK PRO BOX, SLIPCASE



Top to bottom:

Photo Book Pro - non-lay-flat

DreamBook 4K - nearly lay-flat

Photo Album - lay-flat



**PRINT OR DIGITAL?
MAKE YOUR PACKAGE
COMPLETE**

No more beating around the bush. We are diving into the ultimate must-have product for any and all professional photographers of today.

Are you a photographer? Then read on...

This day-and-age there is a quandary. A quandary so pervasive it effects all genres and suffocates many in the industry. It's a philosophical decision seemingly so simple, yet one so profound it cuts deep into the very essence of photography itself. Often times it lingers and haunts photographers all throughout their

careers. Of course, that question is: Do I offer my clients a printed album – a more traditional option? Or, digital files – the modern take? Or both? The answer: both.

COMPLETE MEANS NO NEED TO CHOOSE

Why? If you think this question is hard for you to decide upon – high-quality printed album, or digital alternative – imagine the difficulty it will be for your client.

Now, we hear the backlash: ...but clients only ever ASK for digital! Yes, because that's all they know in the modern landscape. That, and the Photo Albums of their parent's and grandparent's glory years: those slip-in, scrapbook-style binders used for small photo prints.

Well, professional photography has changed immensely over the years and so to have professional print products. **Once clients see what modern, high-quality Photo Albums are actually like these days and what they look like printed from world-class, cutting-edge professional printers, they'll definitely be caught between their head leaning toward digital and their heart yearning for the album.** So, don't put them through that stress of decision making. Instead, offer them both. How?

Complete Album Set to the Rescue

Our Complete Albums Sets. Because the truth is we are at a cross-roads; and by 'we' I truly mean 'we all'. Like it or not technology has entirely infiltrated

every facet of society. So much so, no one these days, not even the most stubborn traditionalist artist can ignore the digital world and digital medium. So don't let yourself be the one out of touch with the times and deny your clients even the consideration of a digital option. Be realistic, you know they'll be asking for one. But at the same time, don't let yourself sell your soul to the times – and don't let your clients either. We all recognize print is the much more enjoyable medium. The much more pleasing, rewarding, and satisfying medium. So don't throw that out and go full digital either.

Instead, our Complete Album Sets are the perfect compilation of print and digital. With these sets you get a full-on, high-quality Photo Album; a digital USB option; and a stylish, sturdy matching box to house these keepsakes. Of course, this bundle comes at an unbeatable price that can't be found anywhere else, and it certainly beats buying the two options separately. And, to be clear, while the photo album is the more 'traditional' photo presentation product, these are by no-means your parent's photo albums. These are modern, high-end heirlooms that will last generations. In fact, all our albums come hand-crafted in the heart of Europe, lay-flat, flush-mounted and with thick 800gsm spreads.

Moreover, these are printed with the latest, most sophisticated professional printing technology that is only accessible to professionals, such as yourself. With these professional photo albums it'll quickly be realized that while they may be traditional by nature, they are modern, urbane, everlasting products by substance.

PERSONALIZING MADE EASY

This brings us to another advantage of print products – especially like an album, compared to digital products: the personalization possibilities. With digital, you get a USB, or flash-drive, and that's about it. There's only so much you can do with a piece of hardware the size of a stick of gum – or smaller! With albums, meanwhile, you have a seemingly endless shed of customization tools at your disposal. If we look back at our Complete Album Sets, for example, they're offered in a selection of 5 varying Collections from our wedding-inspired White Lady Collection to our most popular Acrylic Prestige Collection featuring a stunning crystal acrylic cover plate standard.

But the design choices don't stop there. You can then choose among 80+ textile, leatherette, or velvet and suede options and a host of extra design add-on details. Then take advantage of our UV printing or Laser Etch technology to add your own custom business logo to the album to really make the product unique not only for your client, but your studio as well. Couple these options with a 3.0 USB in either 16, 32, or 64GB – standard size or mini – and a matching box to fit the album and USB together, and we begin to see how this really is the ideal professional photography product of today.

Complete Albums: High Profits, Easy Sell

Yet, despite it's high-quality, incredible print output the best thing about the Complete Album Set is the ease in which it sells and it's incredibly high profit margin.

Truly a product that has it all, the Complete Album Set sells with little effort needed because it's what clients want. It certainly has the ability to "revolutionize" your business, as prominent US wedding photographer Les Atkins explains, "the Complete Album Set has been a huge hit with my clients. Not only does it allow my clients to have their images on a keepsake USB, but also a beautiful album and family heirloom."

But like the product itself, it's business value is multi-faceted. Not only does it sell itself, but it also has tremendous profit potential.

Being a do-it-all photo product, the Complete Album Set allows you the opportunity to mark up it's price to justify the fact it 'covers all the bases' and provides both print and digital in one. What is actually a cause for savings for you, can be a justifiable price mark up you make for your client.

Then, remember all the design details mentioned earlier? These can be added with an understandable mark up in price as well. Each extra detail can add a certain amount to the product and package. With this it won't take long before you come away with this product, or package, having a price tag in the thousands – but, a high price tag that clients will not question, and a custom product they'll want.

Then pair that to the rate in which we offer these products and you'll be left pleasantly shocked how much money will be left for your pocketbook.

As much as photography is an art, professional photography is a business, and while artistry pleads you to do what is the purest, most exquisite – regardless of most other factors, business is the



Complete Album Set in Acrylic Prestige collection.

opposite. Business asks for the practical, what will sell – in other words, what the people want. An album is a professional photographer's honorable, artistic gem, while a USB is the practical, 'what-people-want' photo product these days; putting them together only creates the ideal, perfect photo product that is necessary for the success of all professional photographers these days.

No longer stress about whether to offer albums, or USBs. Offer them both. With our high-quality

Complete Album Sets this is made possible; and made possible with a price tag that allows you to still have enough, and make enough, to enjoy the craft you love most for years to come.

PRODUCT INFO: Complete Set

This 3-in-1 product includes a full Photo Album, DreamBook 4k OR Photo Book Pro; a matching box and a USB (optional). It is available in different sizes and cover collections



Artwork by MAGDALENA SIENICKA

THE GAME-CHANGING PRINT PRODUCT
YOU'VE LIKELY NEVER HEARD OF

DREAMBOOK 4K

Does it ring a bell? If you're familiar with us at nPhoto and our professional printed products it may, but perhaps not as resoundingly as it should. DreamBook 4K...

How about that?

Well, that is – to be technical – it's official name; and thankfully so as it does the product a bit more justice as it gives a glimpse into the incredible output it offers – 4K definition. And, well, there you have it. That's it. That's the most under-heralded print product on the market. nPhoto's DreamBook 4K – printed using the state-of-the-art Canon DreamLabo 5000 – is without a doubt; the most potent, powerful, game-changing print product available.

Read on to find out just why exactly this is so, and why you need to be stocking this in your professional photography studio – immediately.

The Quality of Your Dreams (Come True)

We all crave that superb quality – those colors so true they deserve to be law, that light so vibrant you wonder when the star will finally form, the skin so vivid you expect to feel it. Well, this is precisely what the DreamBook 4K delivers.

Printed using the most advanced printer on the

market, the Canon DreamLabo 5000, the DreamBook 4K never fails to impress. The product is built specifically for the printer which produces it. Everything from the paper options to the ink that graces said paper is designed with purpose and intent – that is to deliver the most stunning images imaginable.

Speaking of ink, the DreamLabo 5000 uses an unmatched, fortified, seven-dye ink that employs the CMYK scale with an additional photo cyan, photo magenta, and gray ink. The results of which are precise, smooth, and incredibly faithful colors displayed in remarkable 2400 DPI. Skin tones as well are more natural thanks to the fortified dye-ink and its smooth gradations.

Yet, despite its impressive display of color, the DreamLabo and the DreamBook 4K may just shine the brightest and show its true colors with its black and whites. Thanks to that additional gray ink, the resulting images in the black and white scale are in a class of their own.

IS THERE SUCH A THING AS TOO MUCH QUALITY?

In terms of the book itself; it is hand-crafted in the heart of Europe and available in multiple collections with your choice of over 80+ textile, leatherette, and velvet & suede options, so you can find the perfect style to fit your project.

The Book contains anywhere from 20 to 120 soft, near-lay flat pages that can open up for breathtaking full-spread displays.

Moreover, the book can be compiled as a set and come included with a matching, hand-crafted box and

USB option (look for Complete Set).

As for under the covers, you can choose among three specific, specially-designed Canon paper finishes: Satin, Lustre, or Glossy.

DREAMBOOK 4K: THE USES

Can you have too much of a good thing? Can images be too good quality? Ultimately, we suppose, that's for your clients to decide – but we don't think so.

Nor does the DreamBook 4K. The DreamBook 4K unapologetically; boldly shouts quality and renders your images in astounding displays. This makes it an ideal product for any genre and never is it out of place. Take your wedding, newborn, senior, and portrait shoots to a whole new level. **Give your clients something above and beyond what they expect and that will truly blow them away and leave them speechless.**

Essentially, the uses for the DreamBook are no different than any other album or photo book. Only, it is ultra high-quality and delivers unparalleled print definition. In this way, despite the general (mis-) conception of photo books being second-rate to the more regal, elegant albums, the DreamBook 4K is a suitable option for even the most significant occasion. Don't be shy to show that prospective wedding couple, or maternity client a sample with a DreamBook 4K any more so than you would an album.

Furthermore, if you use it as a Complete Set then you've covered all the bases and will be giving your clients everything they could ask for.

In short, the DreamBook 4K is for those significant

moments when you want to absolutely blow your clients away and leave a lasting impression. The next time one of your clients asks or something that will 'WOW', confidently tell them "I know exactly what you need. Don't worry I've got you covered."

One, last, important point of mention: the DreamBook 4K – with its unique quality – is a perfect product to make a great sale. Lets face it, while it certainly isn't all that being a professional photographer is about, making money is essential. The price point we put on the product compared to what could be charged given its quality leaves a lot of room for [reasonable] profitable adjustment by you, the professional photographer.

So, get a sample of the DreamBook 4K and display it (loud-and-proud) in your studio, or in your in-person sales meetings. Even if your clients don't ask for it, directly expose it to them as an option. Let them know what 'the best' looks like – the best from the best. Again, who doesn't want the best? The only question now is: are you ready to showcase the best?

PRODUCT INFO: DreamBook 4k

Printed using the Canon DreamLabo 5000 with 2400 DPI and 4k definition; images come to life.

- almost lay flat pages at 4k definition
- stunning full spread prints
- design between 20-120 soft pages
- different sizes, cover collections and papers available



PHOTO BOOK PRO

– A PHOTOGRAPHER'S SWISS ARMY PHOTO PRODUCT

Don't be that professional photographers who turns their nose up at photo books; especially since they are actually incredibly practical and cost-effective photo products. Feeling above photo books will only result in you missing out on the (actual) most valuable professional photo product you can offer: Photo Books. That's right we said it, and, no, it's not Photo Albums.

Why? Because Photo Books can run the gamut from being quality guest signing books, to a more economical, yet equally impressive, stand-in for Photo Albums.

What to use it for?

Let that sink in for a minute; Photo Books Pro are the professional photographer's Swiss Army photo product – or, jack-of-all-trades, if you will. Perhaps, that's a better comparison as, sure, they may not perfectly match up to the experience of a full-blown, luxury album, but, man, are photo books good, and good for many things.

For example, engagement sessions (if done separately from the wedding work), portrait shoots, model calls, portfolios, birthday events, family functions, school/work events, anniversaries, glamour books etc, et al. All these special, but somewhat miscellaneous, occasions that you come across that require something significant but maybe not the

all-out decadence of a Photo Album are the perfect time to employ a Photo Book Pro.

Heck, with couples these days looking anywhere and everywhere to trim costs on their wedding, it may even serve as the main wedding photo product – it certainly beats the digital package.

How do I get the most out of a Photo Book Pro?

That's the way to use photo books most effectively in your studio. From the professional photographer's perspective, they're a strategic photo product to help cover a different tier of your photo product purchasing structure; **that safety net to ensure that client who balks at an album's price doesn't walk away empty handed. They also work as irresistible upsell options ala high quality gifts for family or friends.**

Moreover, you can advertise them as a stand-alone product, or, for those stubborn-about-digital clients you can offer up one of our Complete Photo Book Pro sets. Our Complete Sets are a combination of a Photo Book Pro, USB (optional), and matching box.

The uses for Photo Books are, sincerely, limited only to the imagination, and with their price tag lower than that for an album, the potential they contain is unparalleled.

Are Photo Books Even Good Quality?

Absolutely. Especially when bought from the right place: a trust-worthy, high-quality manufacturer. After all, the key factor to all this photo-books-can-change-your-life talk is the quality of the photo book itself. A photo book can make for a great alterna-




Artwork by FEATHER AND MOSS

tive to an album – if it's a high-quality photo book. That sell isn't going to fly if you go from offering our Acrylic Prestige to a photo book from Wal-Mart (no offence Wal-Mart). Our Photo Book Pro is that photo book that can stand in anywhere and never raise a question. Printed on the state-art-of-the-art HP Indigo 12000 printer. This printer uses the most modern ElectroInk technology consisting of a diverse and rich seven-liquid ink. What this means for you and your art is the ability to achieve incredible, jaw-dropping results like never before with your photo books. Oranges, violets, and greens especially stand out as true and vibrant thanks to the widest digital color gamut available; achieving 97% of PANTONE colors. Moreover, the technology offers the greatest uniformity and tonal continuity on the surface of prints resulting in superb quality in dark elements; better projection and reach of true colors; and the most pristine, clear, natural colors and tones for market level photo books.

What are my Photo Book Pro Options?

Our stand-alone Photo Book Pro is offered in three collections: Acrylic Prestige, Creative 100%, and Exclusive. Also, you can choose to include anywhere from 20-120 pages inside your product – no matter the collection. In the event you are new to us, our Acrylic Prestige Collection is where 'dazzling' and 'prestige' go hand-and-hand as a stunning, acrylic-plated cover protects your astonishing cover photo and accentuates a superb square-format, luxury photo product. The Creative 100% Collection puts you in complete control of your photo book design as you can



add any of your own photos to use as the cover. The Exclusive Collection then affords you access to the most extensive range of design options available. Also, don't miss our horizontal orientation 16.5in x 12in, now available in Photo Book Pro Exclusive. On the other side of the coin we have our Complete Photo Book Pro. This set allows you to design with either our Acrylic Prestige Collection, or Exclusive Collection. Also, remember, if you want a stylish matching box, and/or a digital USB component to go with our Photo Book Pro – then go with a Complete Set. Yet, no matter which collection or specific Photo Book Pro product you ultimately decide upon, you'll always be able to include anywhere from 20-120 pages inside your product and choose among four paper options: Mohawk Eggshell (148gsm), Arctic Matte (170gsm), Felix Schoeller Lustre (190gsm), and Mohawk Eggshell (216gsm).

How can I Design a Photo Book Pro in Minutes?

Best yet, designing our Photo Book Pro is a breeze. You are able to finish designing your Photo Book Pro using one of three intuitive options:



1) Our Online Designer – accessed from the cart and designed by us; specifically for our products you can be sure your projects will always fit perfectly and look stunning.

2) Templates – download the correct templates from the nShop before adding the product to your cart, or from the cart directly. So you can be sure things will fit just right. Then upload the ready-sized and designed spreads to the Uploader under the 'Upload your Project' button.

3) Partner Software – design your nPhoto products in one of our partner software programs that you're likely already familiar with. Find our templates by

searching 'nPhoto' and the name of your product. Then simply select 'Upload your Project' in the cart, and include your project prepared on the appropriate templates to secure your design.

PRODUCT INFO: Photo Book Pro

The ultra-modern seven dye Electrolnk from the HP Indigo 12000 makes this an eye-popping powerhouse more than worthy of any pro.

- seven dye liquid ink with incredible output
- design between 20-120 soft pages
- different cover collections and sizes available

WHAT IS A FOLIO BOX AND WHY TO STOCK UP YOUR STUDIO WITH ONE?

Don't lose out on your chance to improve your business. How so? With Folio Boxes. Read on to find out more...

Snapshot: a Folio Box is a stylish compilation of a number of 'fortified' prints (usually between 5-20) collected in some form of box or case.

We say "'fortified' prints" because while Folio Boxes contain a collection of single images they are more than just thin paper printouts. For example, at nPhoto

we offer two options for Folio Box prints: matted or board mounted.

THE CHOICES

OPTION 1: MATTED PRINTS

Specifically, our Matted prints in our Folio Box come pre-assembled; mounted in a thick frame. The frame is constructed of rigid, professional grade, paperboard meaning quality and sturdiness that will stand the test of time.

You can choose between six different color options for your mat frame and the Matted option gives you the choice among our Fuji Silk (found standard in our Photo Albums), Canon Deep Matte, and Mohawk



Eggshell papers for your prints. Our Matted Prints are approximately 3mm thick and, once again, come pre-assembled allowing you to present them as soon as you receive them.

OPTION 2: BOARD MOUNTED PRINTS

On the other hand, is our Board Mounted Prints. These prints are printed on the same rigid material that our frames from the Matted Prints are made of. In this way, Board Matted is an option that ensures long lasting integrity and stiffness of your Folio prints. With the Board Mounted option you have the choice between our Fuji Silk paper, or Mohawk Eggshell.

Can't decide? Fear not, in truth either option ensures a durable, stylish upgrade to a traditional print. Additionally, it's a smart idea to sample both options to find out which you and your clients prefer most.

THE PROFESSIONAL, ARTISTIC SNAPSHOT

Now, back to the Folio Box in general. What is it about this product that makes it such a must-have for photographers and their clients alike? It's a professional, artistic snapshot.

In reality, a snapshot is simply a summary; a concise product. If it is created by a professional with artistic intentions there is no reason it cannot be a professional, artistic output with high integrity. And here is where we come back to our Folio Box.

After all, that's what a Folio Box really is: a professional, artistic snapshot. In fact, that's largely what makes it so appealing. Let face it, nearly all photo products are stylish and high-quality, but where the Folio Box



Board Mounted Print



Matted Print

separates itself is in its conciseness and practicality. What I mean is; a Folio Box is essentially a snapshot of a shoot that likely compiled over a hundred images. Yet, instead of drowning your clients in a repetitious sea of similarity you narrow it down to a few of the

most powerful and poignant images and provide them in the form of stylized singles. In this way they can double as either a true collection; or an assembly of standout, stand-alone images. After all, as much as we all love albums, in this day-an-age of constant rush the snapshot is king and queen. Often people want a photo shoot either of themselves, or their children, or their pets even, but don't want to need to make time to sit down and enjoy the final product. Instead they'd like a meaningful memento, but one that can be enjoyed, well, in passing.

FOLIO BOXES; THE PERFECT SOLUTION

Folio Boxes present that perfect solution as they offer the ease and efficiency of a handful of single prints that can either be enjoyed comfortably out of the box, or displayed around the house and constantly viewed in passing. Yet, the quality is not diminished for this convenience. Instead album quality printing is retained and the prints are mounted giving them a 'fortified' and more significant appeal. The reality is the Folio Box is on the verge of a major breakout.

The versatility and style of the product make it something that any and all can enjoy. Moreover, in the age of social media, it provides artistic prints of integrity in a medium more recognizable and readily consumed to the average consumer of today: the snapshot, or pic.

FOLIO BOXES ARE THE NEXT BIG THING

So why bother with a Folio Box. To put it concisely, they are the efficient, slimmed-down album in a time where we're all looking to 'cut down'. However, this

has not bled into the field of quality. They are truly a must-have for professional photographers of this day-and-age. So, stock up....

PRODUCT INFO: Folio Box includes:

- an elegant handcrafted box
- a set of 5, 10, 15 or 20 images (Matted or Board Mounted Prints)
- USB (optional)
- available in the Exclusive or Acrylic Prestige collection





MEGAN DIPIERO

Award-Winning Certified Professional
Photographer, creator of Rise To The Top
with Megan DiPiero Fb group

*If you are a photographer who believes in digitals
and you have never been giving print products -
simply, go order a print product from a high-end
vendor and when it comes in the mail and you open
it up you are going to be like: "Wow, I am an amazing
artist" Because something might look beautiful on a
screen but then you have it in your hands you are
just like: "This is art, this is a piece of art".*



Artwork by STACY JACOB





PRINTS IN YOUR PACKAGE?

ADD A PERSONALISED BOX
FOR THE 'WOW' EFFECT

Create a memorable experience out of presenting prints. Deliver them in a handcrafted presentation box which will secure your memories for future generations to enjoy. This product is a must-have for every professional photographer. An ideal product to upgrade any ordinary print package to something extra.



One of the best selling tools for mini sessions, but not only. This product will be more than happy to house any photo session or mini session, for that matter! Have the exterior of the product match the style of your images with the amazing personalisation options available.

Get creative with the cover options!

Create a full wrap printed cover (Creative 100% collection) or secure your images in a textile or leatherette finished memory box (Exclusive collection). Additionally personalise the cover of your material finished product with your logo (or your customers' names).

How many prints can it fit?

The Box for Prints is made to hold up to 50 or 100 prints which is perfect to hold images from not one, but many more, photo sessions or mini sessions that your clients will book with you. Upgraded to include a USB stick in selected capacity to provide your clients with printed and digital files in one product.

You shouldn't subject your beautiful artwork and print products to sub-par packaging. Make sure you have beautiful, durable, and functional packaging like the Box for Prints.



PRODUCT INFO: Box for Prints

- different sizes and depths available
- order with or without a USB stick
- add your studio logo or text on the cover to make it more special

WANT TO GRAB ATTENTION IN YOUR STUDIO AND AT EVENTS? GO BIG WITH OUR GRAND GALLERY PHOTO BOOK

Let's face it, photography is an over-crowded field. It doesn't help that technology nowadays makes it possible for literally everyone with a phone to, well, let's face it again, create pictures of decent quality. Photographers, professional photographers – the real photographers – no offense amateurs and smartphone wannabes; need a way to stand out among the 'sea of photos,' and 'over-saturation,' as CEO and co-founder of Pixellu-Smart Albums, Daniel Usenko describes it.

Don't just be another professional photographer that offers print products. Instead, in order to really stand-out and portray unquestioning value, be grand; make your experience grand, sell and show off grand print products.

That's what makes our Grand Gallery Photo Book the ideal studio asset. No other print product will showcase your beautiful photographic artwork in such a dramatic display; and no other print product will stand-out as much as our Grand Gallery Photo Book.

WHAT EXACTLY IS THIS 'GRAND GALLERY PHOTO BOOK'?

Before we carry on, allow us to formally introduce our awe-inspiring photo book: the Grand Gallery Photo Book. Coming in at the behemoth size of 20x28in, 70x50 cm (in both landscape and portrait format) we don't lie when we say nothing will stand-out as much as this gem. Furthermore, this photo book is printed on the HP Indigo 12000 with a seven-dye, fortified ink producing incredible color output and image quality. Additionally, you can select among four paper options



to further accentuate your work.

The size of this product combined with the highly-detailed, state-of-the-art print system will finally do your artwork justice and leave your clients and potential clients speechless.

Choose between 60 – 120 pages to fill this marvelous display piece. Further embellish and customize the Grand Gallery Photo Book to match your

brand and image with your choice among a six stylish textiles options; and the option to impose any text, or your own custom logo with UV printing technology.

In just a few, quick and easy steps this product can be made in any way you or a potential client would like to have it. OK, we know what you're thinking: I'm still not sure what's the use of such a monstrous photo product?



What's the Purpose of nPhoto's Grand Gallery Photo Book?

An understandable question – and also the perfect one. As alluded to earlier, this product, above all, is made to be displayed. So display it.

The Grand Gallery Photo Book is the quintessential show-stopping, stop-dead-in-your-tracks, head-turning, jaw-dropping print product. Have one on-hand and on display in your studio and any other photography fairs, shows, or other places you market your business and services, and watch as you quick-

ly steal the show and become the talk of the town. In all seriousness, this product is a professional photographer's dream-come-true. It's large size and scope sets free, highlights, and accents the details of the professional artwork it contains. Such display then only re-affirms the skill of the artist who fills it; and portrays it confidently.

With this in mind, the **Grand Gallery Photo Book is also ideal for use as a stunning portfolio.** There is no better way to show off your work and skill with a camera and editing software than by revealing your work confidently; proudly, and boldly. Portfolio's are supposed to leave that, well, lasting impression and your work in this product will never be forgotten.



But Why is a Grand Gallery Photo Book Essential?

To be completely straightforward; the Grand Gallery Photo Book will get you noticed. It will get you noticed by that high-profile editor as well as that average couple cautiously feeling out their first professional photography experience, and everyone in between. It truly is that product that will make you stand-out amongst your peers.

Moreover, there's a commonly held belief among professional photographers that offering print products makes you appear more professional to your prospective clients – helps you to stand-out as more credible from that 'sea' of pro photog wannabes.

Well, if that's true for ordinary print products imagine the effect of a client having their first encounter of your work in a museum-sized display piece. As they turn through the pages of the epic display they'll not only respect you and your work that much more, but they'll also be immersed in the most engaging experience imaginable and emerge eager to get their hands on a print product of their own.

This is precisely another reason why this piece is so essential to your studio. You'll only end up selling what you show, and if you show print and are passionate about print it will rub off on your clients as well. As professional photographer and professional photography business mentor Megan DiPiero reminds, clients get excited for the products you get excited about, and *"when you get lit up your clients are going*

to feed off that energy and be like 'you're right, I need that X, Y, Z.'"

Let's be honest, what professional photographer wouldn't love to display their artwork in a large-format book that seems reserved for priceless, masterpiece paintings of days past?

How Do I Use the Grand Gallery Photo Book to Make More Sales?

Get yourself a Grand Gallery Photo Book, and display it front and center, so when your potential clients notice it, and they won't NOT notice it, you can explain to them – eyes all lit up – just what it is and why print is so important.

Then, even if they don't walk away with larger-than-life print outs, they'll feel an overwhelming urge to buy some printed works. Some printed works from a respected, passionate artist – after all, who else would display their work in such a way? And, a photographic artist that sells prints and commands – not demands – respect: that is an experience that will certainly make you stand-out.

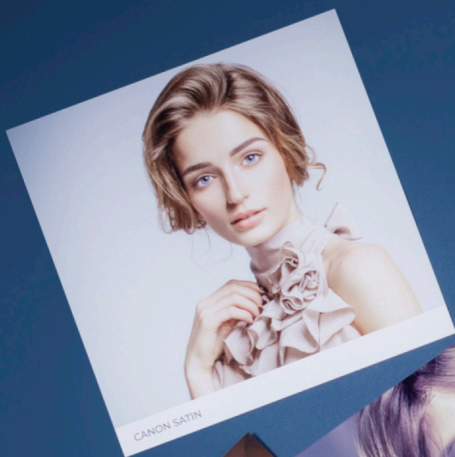
PRODUCT INFO: Grand Gallery Photo Book

Printed on the HP Indigo 12000

-available in landscape 28x20" (70x50cm)

or portrait 20x28" (50x70 cm) orientation

-add your studio logo on the cover



CANON SATIN



FUJI CRYSTAL ARCHIVE DIGITAL PAPER DPII LUSTRE



DIGI PURE WHITE



DPII GLOSSY



CANON DEEP MATTE



CANON LUSTER



FUJI CRYSTAL ARCHIVE DIGITAL PAPER DPII PEARL



FELIX SCHOELLER LUSTER



FUJI CRYSTAL ARCHIVE DIGITAL PAPER DPII SILK



MOHAWK EGGSHELL 216 g/m²



ARCTIC MATTE



MOHAWK EGGSHELL 148 g/m²

PAPER TYPES

We take pride in offering a wide variety of paper options throughout our different products; and aim to provide the highest quality papers which only enhance the photos printed on them. Read on for a breakdown of the paper options we provide, their characteristics, as well as a mention of which products they appear in.

PHOTO ALBUMS

Fuji Silk – (pages mounted on rigid boards) standard in albums. Fuji Silk paper is a half-matte, paper with a texture resembling that of a fine honeycomb. This paper is soft to the touch, retains vibrant colours and details while exuding an extremely crisp, elegant finish.

Mix with Fuji Pearl (Metallic) spreads in the same album.

Fuji Pearl (Metallic) – (pages mounted on rigid boards) characterised for its popping details and glossy, pearl-like finish. It's generally accepted that Fuji Pearl (Metallic) offers the widest #tonal range which allows to produce images with rich textured quality. Pearl paper enhances the freshness of the image and assures a clearer more distinct outcome.

Mix with Fuji Silk spreads in the same album.

Canon Deep Matte – (pages mounted on rigid boards) features a smooth, glossless, almost velvet to the feel texture. This fine-art paper accentuates vivid shades, contrasting colours and skin tones. The high-quality images produced on the state-of-the-art Dreamlabo 5000 printer, give off a professional, artistic feel.

Mohawk Eggshell – (pages mounted on rigid boards) a soft feel and vintage vibe, as well as muted light but less than the above mentioned Deep Matte option. Mohawk Eggshell paper combines the tactile feel of uncoated paper with the ink density and sharp detail of coated photo paper.

DREAMBOOK 4K

Canon Gloss – (275 gsm) has a heavy, glossy finish. In general, glossy and/or metallic finishes are renowned for their range, sharpness, vividness, and durability. They will be highly colourful and most purely present the colours and shades of the image. Ideal for the bold, dramatic shoots where the aim is to achieve an authentic, unapologetic "wow!"

Canon Luster – (275 gsm) that middle ground between glossy and satin. It has incredible definition, natural skin tones, etc, but has less of a gloss finish than the glossy option; yet, does still retain some shine which enhances details and colours on the photo. Lower gloss also means less problems associated with glare and fingerprints.

Canon Satin – (170 gsm) a near-flat; extremely low-gloss finish with minimal glare. The paper is smooth and soft to the touch as well as provides an elegant finish and effect to any image. A slight texture in the paper, more fine than that of the Luster. The satin finish is ideal for images that will be handled often and are exposed to varied viewing environments.

PHOTO BOOK PRO

Felix Schoeller Luster – (190 gsm) a finish that sits between glossy and matte. The resulting images will retain some shine allowing for details and colours to be enhanced. A lustre paper and finish maintains incredible definition and natural skin tones. Due to its less glossy nature, this paper will have little to no problems with fingerprints and glaring.

Mohawk Eggshell – (148 gsm and 216 gsm) the Eggshell -is a true, vintage style, matte. The paper maintains a soft, 'texture' feel and muted tone; absorbing rather than reflecting light. Mohawk 148 gsm paper is perfect for smaller formats and ideal for full page images. The 216 gsm paper is recommended for larger book formats and is additionally creased towards the spine to ease paging through.

Arctic Matte – (170 gsm), this wood-free paper has a high-tech, cool white base guaranteeing excellent printability. Thanks to this white base colour and opacity it provides stunning results, particularly with contrast – most notably black and whites. It also boasts an enhanced, smooth presentation of your images without glaring issues. The finish results in an artistic, almost vintage, film-like appearance that creates a mood for any style of photography.



Artwork by LORY MARIE





Q&A's

nPhoto is proud to be your partner in business.

We cater to your needs, the needs of professional and aspiring photographers, providing you with opportunities to increase your sales and expand your business. In order to be able to provide your clients with proper quality photo products, try us out by ordering a sample and should you need any assistance, we'll be more than happy to show you around! While you're here, have a look at some of these helpful tips and questions we've answered for you.

Why is your price list not available for non-registered users?

As you know, nPhoto works with professional and aspiring photographers only. Our prices and full website are not available to the public. To access the full website along with prices and our full product range, you will need to register and give us a moment to be sure we are working with dedicated professionals. Only verified users obtain access to our full website and price list. We do this in your best interest so the handmade heirlooms that you decide to offer are only available through you.

Is your registration process free of charge?

Absolutely. We don't have any hidden costs, membership or registration fees. However, to access

our full website you'll need to register and give us a moment while we verify your account.

Will I have a dedicated Account Manager?

Yes. Each of our clients is assigned an account manager. Account managers are in charge of your account, orders and are your person of contact. If you have any questions concerning the ordering or designing process, your account manager is the person that will guide you. You can be sure that your account manager will keep you informed of any sales or promotions coming to an end so make sure you thoroughly read through their emails!

How do I place my first order?

UK: You can order directly from the product page



or from the Customer Area under 'Place your order nShop'

We suggest that you browse through our product pages and read through the descriptions to find the best possible product match for you. Once you've selected a product and added it to your cart, it's time to design. In the cart, select Design Project Online to design in your browser with our free and easy-to-use Online Designer or select Upload your Project to upload files prepared on our templates which can be downloaded in the cart.

Do you provide any designing tool that is free of charge?

We are happy to provide you with the Online Designer which is our free product designing. Design albums, photo books and more in you .product designing software. If you have a product in your cart, you can access this program from here under 'Design Project Online'.

What is your turnaround time?

Our turnaround time is 8-10 business days. However, this may be extended due to peak season or holiday schedules. We will always inform you in advance in a change of productions schedule.

In the Complete Album Set, can I have the cover of the box in a different material than the album?

In our Complete Album Set the cover of the box is always the same as in Photo Album. If you want to have them in different colours you can order the

Photo Album and Album Box separately, there you can choose the colours which suit you.

How long can the text on the cover be?

When selecting UV print or laser etch the text on the cover of your photo product can have a maximum of 25 (excluding special) characters, this includes letters and numbers, in two lines. You are able to select from a number of available fonts and choose a different one for each line. When selecting the embossed text option, we provide you with one line of text with a maximum of 15 (excluding special) characters, this includes both letters and numbers and the option to finish it off in a foil colour of your choice.

What if I have Fundy, Smart Albums, AlbumStomp or Dgclick software?

That's awesome, we work with them too! We know that some of you already use these software providers and to make designing our photo products easier for you, in a software you are familiar with, we provide you the option to do so. To correctly export files from our partners' software make sure you familiarise yourself with the FAQ section on designing in these programs, after all we want the ordering process to go through just as smoothly as you.

What is a Sample product?

Sample products are products which are designed



by you with your own images. A sample product can be a Photo Album, Complete Set, or any other printed product from our range. Sample products are products designated to be present in your studio and shown to potential clients. They are constructed no different than our non-sample products and designed by you in our free and easy-to-use Online Designer, Templates, or our partners' software (Fundy, Smart-Albums, AlbumStomp, Dgflick). You sell what you show. So get to designing your samples that will be displayed

in your studio for future clients to admire. More on our samples in the Sample Policy on our website.

What is a Demo Product?

Demo products are products which are ready-made and designed with our stock images. These products were created with you in mind and are meant as a selling tool to help you improve your business. Ordering a product from the Demo Product range allows you to have products such as the Demo Cover Pack or the Demo Paper Bundle on hand to show clients the possibilities of personalisation options. These Demos were designed in such a way to allow you to bring all of them with you to IPS meetings, so they are both handy and useful.

Don't forget to check out our nPhoto Facebook Community to get in touch with other great photographers. If you ever have any questions, comments, or concerns don't hesitate to contact us.



STARTER BOX

The Starter Box consists of three essentials that every photographer needs to jumpstart a successful photography business

SWATCH BOOK

Discover the different material types and see the available varieties of Textiles, Duo Textiles, Leatherettes and Velvet & Suedes.

Find out what material options work together.

See what they look like on the swatches presented inside.

PRODUCT CATALOGUE

Familiarise yourself with the available product collections and see which products they can be found in. Read about the available personalisation options, add-ons, and sizes available for a specific product. Inspire yourself with the beautiful full-page images of each product in our offer and read all about the available paper types to select the best base for artwork.

DEMO PAPER BUNDLE

The Demo Paper Bundle consists of 13 ready images printed on the papers that we use in our products. It is a must-have for every professional ordering products from us, get your hands on one here. You will find it easy to identify each paper type as it is labeled and their descriptions can be found on our website on the product's info page. Find out what paper type can be used in what product and see which ones and CAN be mixed and matched. This is one of the best ways to have all our paper types on hand in a handy folder perfect to take along to IPS meetings. Always order the correct paper with the help of our Demo Paper Bundle.

PRO TIP: Do you want to see your images on a selected paper? Check out our Sample Paper Bundle and order a set of 10 prints on your favourite paper type.

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