AROUND THE WORLD

70 IDEAS FOR YOUR PERFECT WEDDING SAMPLE



WHY A WEDDING PHOTOGRAPHER NEEDS A STUDIO SAMPLE

YOU SELL WHAT YOU SHOW

Often when a client sees a Photo Album, or any other Photo Product, in a photographer's studio it's their first time experiencing a professional product. Mistakenly, clients will think all products are like those at discount mega-stores. You sell what you show; unless you show them exclusive, high quality printing and photo products they won't understand it's actually exactly what they're looking for.







MEGAN DIPIERO

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



Your client is not going to know they need print products unless you tell them. Have a sample and put it in their hands. The psychology of this is that when people touch something they take ownership of it.

quote from an interview with nPhoto



60%ff

WITH THE CODE: NEWWEDDINGPDF

for up to **2 samples** from the following:

PHOTO ALBUM PHOTO BOOK PRO or their COMPLETE SET



USB drive (optional)

Matching Box

Photo Album or Photo Book Pro

PRO TIP! Utilise the Photo Book Pro as a **Guest Book** for a better upselling package

Terms & Conditions: This offer entitles you to order up to 2 studio samples at 60% off. Choose up to 2 from the following: Photo Album, Photo Book Pro, Complete Photo Album Set or Complete Photo Book Pro Set.

Products will be labeled 'Sample Product not for Resale'. Include promo code in the appropriate area before checkout.

Important: The discount code is valid for 30 days after you received it in your email. This offer cannot be combined with other promotions on the same product.







50x70cm / 20x28" Framed Print with passepartout finish, all in a black coloured frame

Now people take more pictures than ever before. Yet, today these precious memories end up stored on cloud servers and memory drives – rarely to be seen. Educate your clients on the importance of print and have gorgeous print products on display where they are easily visible and accessible. Having a session with your clients in your sample products goes even further in showcasing the necessity of beautifully printed, high-quality family heirlooms.

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50x70cm / 20x28" Stacked Acrylic Print 25x25cm / 10x10" Folio Box with 16GB USB (optional) in V7 velvet textile and A37 interior textile, cards are in a grey with white core frame











PRO TIP

DORIE HOWELL

Portrait & Newborn Photographer, Dorie Howell Photography founder of professional photography education platform, The Harmony Hangout



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.

quote from an interview with nPhoto





SHOW OFF YOUR BEST

Sample products are the best way to show off your skills to your potential clients. Digital images on social media, or even a decent desktop monitor, can not reproduce and showcase the best from your photography in the way professional printing can – and does. Have your work printed either in a collection of "Best Shots", or from a single, cohesive session (or both). Either way having a tangible album sample in studio is a must that increase your chances for a sale.

Framed Print in a white, black and oak coloured frame





• 50x70cm/20x28" Framed Print with passepartout frame all in a black coloured frame

#REASONTOPRINT

MEGAN DIPIERO

Award-Winning Certified Professional Photographer, creator of Rise To The Top with Megan DiPiero Facebook 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 a 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 an art, this is a piece of art".

quote from an interview with nPhoto



23x15cm / 9x6" Fine Art Prints with your logo on the back (optional)
 23x15cm / 9x6" Envelope for Fine Art Prints (assorted ready-made patterns available)



Accordion Book Box made to fit with matching cover design (Accordion Book Box available as an add on to the Accordion Book from the cart) NOTHING COMPARES TO **A HIGH-END PRINT** WHEN IT COMES TO SHOWCASING **YOUR BEST SHOTS**.

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ANDREW MILLER

Bristol wedding photographer, holds a Masters Level in Coaching & Mentoring from the Institute of Leadership & Management



I love getting samples from new venues I have worked at that I'd love to go back to. Couples love to see their wedding venue dressed for a wedding and an album is a great way to do that. I got an album designed for Eastwood Park after they requested one from me. Obviously, it's tagged with my contact details.

quote from an interview with nPhoto



30x30cm / 12x12" Complete Album Set Acrylic Prestige collection with 16GB USB (optional) in J47 leatherette cover and A47 textile interior

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A HIGH-QUALITY PRINT ON PROFESSIONAL MEDIUM IS THE ICING ON THE CAKE -IT'S THE ONLY WAY TO HAVE AN IMAGE REALISE IT'S FULLEST POTENTIAL

#REASONTOPRINT

• 30x30cm / 12x12" Photo Book Pro Creative collection (full wrap printed cover)



42x30cm / 16.5x12" Stacked Acrylic Print

PRO TIP

RON LIMA

Destination Wedding Photographer based in the UK and Brasil and covering weddings throughout Europe, Mexico and Brazil



In my opinion, there's no photography business – like a wedding business; wedding photography business – that can survive without these products. You can double – you can earn three times, four times – selling these products. But you don't have to be pushy. You just show them exclusive products; good quality products and convince them – like I said you don't need to be pushy – and they get it because they want it.

My clients, they love to see the albums, they love to see the prints because they understand that this is the history of their family that it is just starting from the wedding.

Artwork by Shankar Photograp

quote from an interview with nPhoto



• 25x25cm / 10x10" Photo Album in V11 velvet textile



15x20cm / 6x8" Photo Album Exclusive collection with UV printed personalisation on the cover in Ell leatherette
20x30cm / 8x12" Photo Album in Ell leatherette

nPHOTO'S FLAGSHIP PRODUCT

COMPLETE SETS

BRIDGE THE GAP BETWEEN PRINTED PRODUCTS AND DIGITAL FILES

In this product you receive a Photo Album, Photo Book Pro or DreamBook 4K depending on your choice; a matching Box and USB (optional). In our Complete Sets, each Box and Album/Photo Book/DreamBook 4K have identical covers and the USB is coated in the same textile as the interior of the box.

25x25cm / 10x10" Complete Photo Album Set Acrylic Prestige collection with 16GB USB (optional) in E9 leatherette cover and A38 textile interior



- 30x30cm / 12x12" Complete Photo Album Set White Lady collection with 16GB USB (optional) in F1 leatherette and A33 textile interior (textuile available only in this product collection)
 20x20cm / 8x8" Complete Photo Album Set White Lady collection with
- 20x20cm / 8x8" Complete Photo Album Set White Lady collection with 16GB USB (optional) in F1 leatherette and A33 textile interior (textuile available only in this product collection)

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• 30x30cm / 12x12" Complete Photo Album Set Acrylic Prestige collection (no USB) in A48 textile cover and interior

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- 20x20cm / 8x8" Photo Album, V13 suede textile 15x20cm / 6x8" Photo Album, C22 leatherette 20x30cm / 8x12" Photo Album, V13 suede textile

PRO TIP

ABHI SARKAR

Multicultural Weddings and Portrait Photographer



I exclusively use nPhoto's line of Photo Albums for my clients' heirlooms. Being a multicultural wedding photographer, I come across a diverse clientele that differ and range quite a bit in terms of the style and product experience they are looking for. nPhoto's large range of materials and styles have made it possible for me to serve all of my client's to the same extent of quality and satisfaction. Couple that with the excellent personalized customer service that they provide, makes this choice a nobrainer.



MAKE AN IMPACT

FOLIO BOX

WITH MATTED OR BOARD MOUNTED PRINTS

JERMAINE

18x13cm / 7x5" Folio Box , A28 textile 7x7cm / 2.7x2.7" Accordion Mini Books: V1, V7, V9 textile




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TRIPLEX THE PERFECT UPSELLING TOOL

15x23cm / 6x9" Triplex V7 velvet textile

PRINTING IS HELPING PEOPLE TO SURROUND THEMSELVES WITH BEAUTIFUL, **SIGNIFICANT MOMENTS** CAPTURED IN TIME.

#REASONTOPRINT

15x15cm / 6x6" Triplex, C21 leatherette



20x20cm / 8x8" Triplex, A53 textile
25x25cm / 10x10" Folio Box A30 textile



20x20cm / 8x8" Lite Album, LT3 pattern



MAKE YOUR SAMPLES TRULY YOURS AND PERSONALISE IT THE WAY YOU WANT

LASER ETCHING, UV PRINTING, EMBOSSING AND MORE

RIA & HUBERT



WHAT'S THE DIFFERENCE BETWEEN A SAMPLE AND A FULL VALUE PRODUCT?

YOUR GUIDE TO SAMPLE PRODUCTS

With our Studio Samples you get a full-value product at a fraction of the cost. The only difference between Sample and non-Sample products is a label reading, "Studio Sample not for Resale" etched on the inside back cover and printed on the front side of Wall Decor products. Our sample products are never branded with nPhoto logo by us and created to promote YOUR business, not ours.

QUESTIONS AND ANSWERS

HOW MANY SAMPLES CAN I ORDER?

As a valued nPhoto Customer you are entitled to 10 Samples per calendar year. In individual cases, Sample limits can be increased. If you require more than 10 Samples, please contact your Account Manager or a member of the nPhoto Team.

Prishankar

30x30cm / 12x12" Complete Album Set Acrylic Prestige, F3 leatherette 30x30cm / 12x12" Complete Album Set Acrylic Prestige, F3 leatherette





- 15x15cm / 6x6" Photo Album, F2 leatherette 20x20cm / 8x8" Photo Album, V13 suede textile 15x20cm / 6x8" Photo Album E11 and C22 leatherette



RON LIMA

Destination Wedding Photographer based n the UK and Brasil and covering weddings throughout Europe, Mexico and Brazil



You don't only show clients the products. You have to show them the advantages of having these products. If you tell them that an album will be part of the history of their family, that they will be able to show it to their kids, their grandkids, they start to look at these products as something important for their family.

quote from an interview with nPhoto







FREE PRODUCT MOCKUPS

We support our clients at various stages of marketing and selling photo products. For this reason, we prepared a collection of free product mockups for photographers. Simply, add your own artwork to our PSD files using any popular designing software and start advertising nPhoto products to your clients instantly at no cost!

DOWNLOAD MOCKUPS









RON LIMA

Destination Wedding Photographer based in the UK and Brasil and covering weddings throughout Europe, Mexico and Brazil



You need to show them good quality products...exclusive products. Then they will see more than just a bunch of paper stuck together; they will see the history of their families.... It is something that you can charge more because of this – because it's not just a product; it is history.

quote from an interview with nPhoto



60%ff

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USB drive (optional)

Matching Box

Photo Album or Photo Book Pro

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- 10x8" Box for Prints (with USB), Exclusive Collection, A53 exterior textile and A53 interior textile
 10x8" Box for Prints, Exclusive Collection, A54 exterior textile and A54 interior textile

HOW TO START

YOUR GUIDE TO SAMPLE PRODUCTS

1. Register on our website.

2. Wait for your account to be verified (we do not sell to the public and we make sure we work with photographers only). Please check your SPAM folder if you don't hear back from us within 48 h.

3. Your personal advisor will get in touch with you with all the details and instructions on how to start ordering.

Want to order straightaway? Use the code: **NEWWEDDINGPDF** at checkout.

SAMPLE DESIGNING 101

The sample product is all about you and your images.

The designing process will take you only a moment and you can do it in three ways:

• use our free and intuitive nDesigner PRO, accessed from the cart,

• use our templates,

•use our partners' software.

• 30x30cm / 12x12" Dreambook 4K, V9 velvet textile • 15x15cm / 6x6" Triplex, A28 textile











1. How many images can I use in my sample?

You can order as many pages as possible in a given productso there is no specific limit for sample orders. However, our graphic designers, who design templates daily, recommend limiting the number of images per spread to about 1-4. This is for aesthetic reasons and achieving the best possible photo presentation results.

2. Do you have a product catalogue and a swatch book?

Yes, we do have a product catalogue and a swatch book. Simply, add these products to your cart when placing your first order with us. They are also included in a Starter Box which is one of the best and most effective selling tools and a must-have if you are just starting your journey with nPhoto products. You will find these products in the nShop, which is our online ordering system, in the Selling Tools section. You can also download online versions of both in our Selling Tools section in the Customer Area on our website.

3. I'm trying to design my sample product, but the images seem blurry.

Our designing software, nDesigner PRO, works with thumbnails so please do not panic if your images appear blurry. If there is anything wrong with the quality of your file you will be notified by our system.

4. I have a discount code for a sample. How can I use it?

When you place your order, upon adding an item to the cart you will see a 'PROMO CODE' section. Please type in your discount code in this section, then click 'APPLY'. The price will be reduced automatically upon submitting your special promo code.

SHOW YOUR CUSTOMERS MORE COVER OPTIONS

DEMO COVER PACK

Try our Demo Cover Pack where you have the option to choose 5 cover options out of 24 pre-designed projects! Show them at meetings with your clients to give them a feel for the styles firsthand. Each cover is labeled on the back with the Photo Album Collection. You get 5 covers and a pre-designed box made to fit the five 12x12" covers.



30x20cm / 12x8" Dreambook 4K, V2 velvet textile
30x20cm / 12x8" Dreambook 4K Complete Set, V1 velvet textile, Box interior A56 textile

PICKING THE RIGHT MATERIAL FOR THE COVER?

Some photographers want to complement the cover photo and look for a material to match, while others pick one signature colour for their brand - or just follow their gut. Either way, there is no wrong way about it.

Download our latest Swatch Book and get to know the 60+ materials we offer and choose the best option for you.

DOWNLOAD

Don't forget to add a tangible version of our Swatch Book and our catalogue to your cart with your first order!

www.nphoto.com

🟶 🗯 customerservice@nphoto.com

klantenservice@nphoto.com

- * (020) 3409 4355
- 🚔 +1 (631) 772 0030
 - +31 0315659232

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