

Growing your print business with photos

Xerox executive explains why digital enables you to develop specialty photo applications that can grow your business

By Brian Segnit

When disruptive forces threaten your business, customer demand can be a good compass for charting the course not only to survival but to a new wave of profit and growth. Today, 70 percent of all professional photos are taken with a digital camera, according to InfoTrends, and many photo-graphers seek much more from the medium than the traditional 4-by-6-inch print.



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process digital input—or finding a good digital production partner—is one step. Differentiating your services is equally critical. Many of our customers have successfully differentiated their businesses with an applications focus. They not only produce the applications their customers want, but they help them reach the next level. They serve not only consumers and professional photographers, but a new set of business clients, as well.

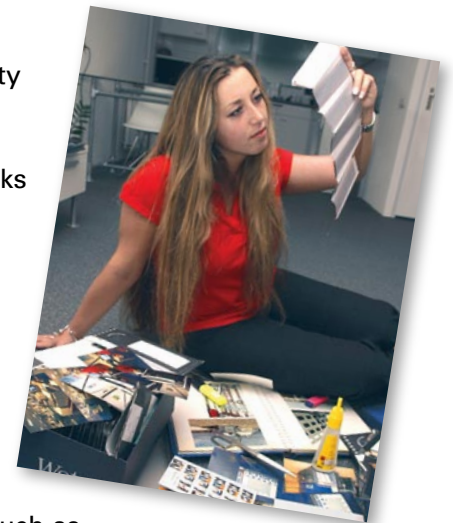
Readers are well aware of this trend. Fewer prints are made from silver-halide film each year. In their place, consumers and professional photographers increasingly seek specialty products, such as photo books, greeting cards, calendars, posters and various novelty items. A recent InfoTrends study projects the North American market for these products will grow at an impressive compound annual growth rate of 24.5 percent through 2010, surpassing \$800 million in revenue.

How do professional and retail photo producers capture their share? Acquiring the systems and equipment to

Applications drive business

Here's how this approach works. For your customers who are accustomed to 4-by-6-inch, silver-halide prints, moving to digital can be a revelation. Customers can pick any print size, and they can choose from a much wider selection of substrates—light or heavy, textured or gloss, basic or novelty.

Once customers are satisfied with the quality of their prints, photo books are a good next step. Digital photo books eliminate time-consuming assembly of albums, permit production of any number of copies for broader sharing, and provide an excellent medium for commemorating vacations and events such as family reunions. Best of all, they are cost-effective for consumers and profitable for producers, even in single quantities.



The photo book production platform—easy-to-use creation software, two-sided digital printing and choice of coil, soft and hardcover binding—can also produce scrapbooks, calendars, date books and other bound collections. Show your customers how to use their photos in family calendars, professional-looking birthday cards, wall posters and trading cards.

Photo shop pitches to professional photographers are even better—you can help them make more money. Bound wedding books can be sold in multiple copies to relatives and friends as well as the newlyweds, or given as gifts to the wedding party. Invitations might also include a “save-the-date” photo magnet. Assignments covering civic and corporate events can be opportunities for these products, too. And providing bound proof books not only presents a professional image, but can spur photo book ideas from almost any client.



New business targets

Many of these applications are relevant to business as well. Real estate agents can produce photo books dedicated to each of their highest-end properties. You can help youth sports leagues produce player cards, tour operators produce souvenir books and churches produce refrigerator magnets listing service times.

To capture these opportunities, consider developing a partnership with photographers who can provide photo services for these enterprises. Build a web site that permits remote creation and ordering for pickup or mail delivery. Hold an open house to showcase your new applications and services.

The latest generation of digital xerographic printers and presses provides an excellent foundation for these services, offering outstanding image quality, low per-print costs, fast turnaround and high reliability. They enable the applications that can help you find profit and growth amid the disruptions in today's retail photo market.