

# Photo Publishing

An Opportunity for Growth

## A Market Segment Series

Catalogs

Digital Packaging

Direct Mail

Marketing  
Service Provider

### **Photo Publishing**

Publishing

Transactional  
Marketing



Over the past 15 years, digital technology has dramatically transformed the photo imaging industry and created new opportunities for print providers everywhere. The combination of digital cameras, mobile devices with cameras and advancements in digital printing technologies has reframed the entire market.

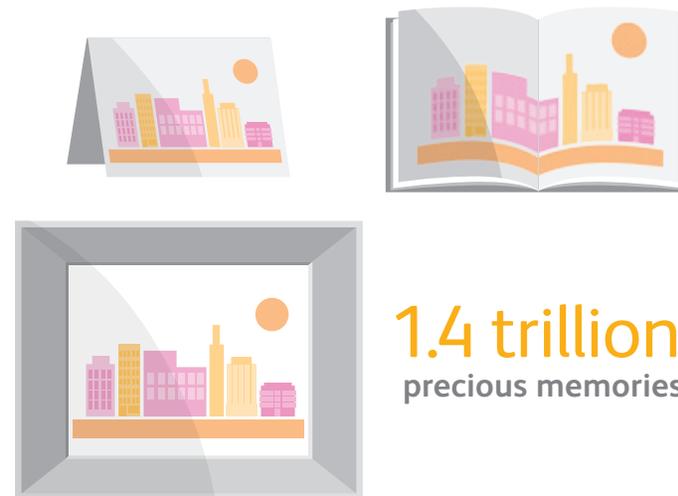
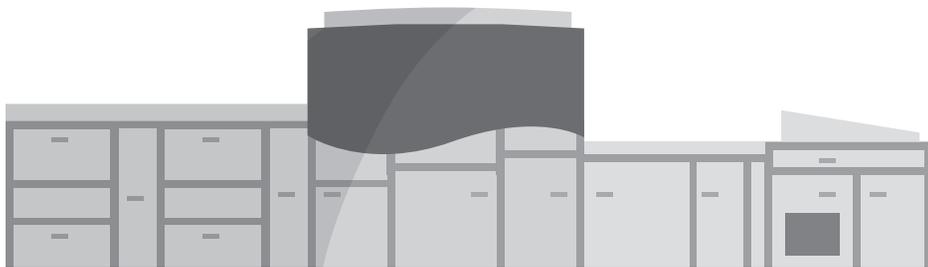
Even if you're already well established, this guide will provide new insights into the market landscape, as well as information you can use to enhance your strategic partnership with your clients.

# Picture Perfect: Thriving in the Photo Market with Digital Printing

Today, consumers can use their photos to create many types of customized products ranging from photo books, calendars, cards and everything in-between. Innovation in digital output devices and substrates has expanded the boundaries of imaging.

That spells huge opportunities for print providers to transform precious memories into photo merchandise.

The number of photos taken each year has grown exponentially and is projected to reach **1.4 trillion by 2020**, driven largely by the proliferation of smartphones.\*



**1.4 trillion**  
precious memories

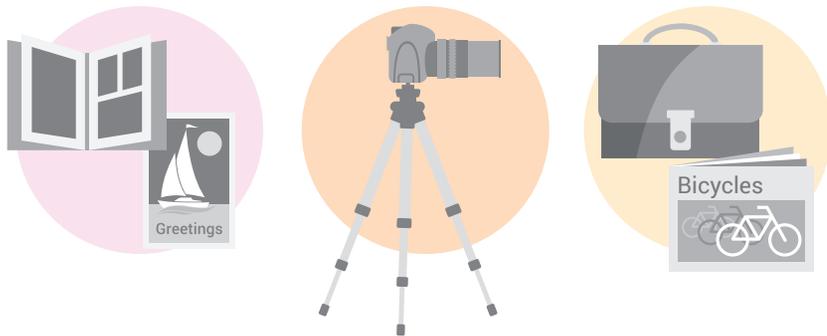
# Looking at the Numbers

In the photo market, new growth opportunities are enabling a greater number of entry points. Digital printers are finding new revenue streams in photo merchandising, while professional photographers are becoming both publishers and printers.

Meanwhile, mini labs are beginning to embrace digital technologies that eliminate chemistry while still delivering high quality in similar footprints.

There's also a broad spectrum of clients to serve, including consumers, professional photographers and businesses. Products range from calendars, premium save-the-date invitations and wedding albums to photo-rich portfolio books, brochures and postcards.

Delivering these one-off, high-quality photo products is perfectly suited for today's digital print technologies. This lucrative, high-margin market can open new revenue streams while strengthening existing application offerings.



**Three markets to serve: consumer, professional photographers and businesses.**

*U.S. Photo Merchandise Survey, InfoTrends, 2015*



## Capabilities That Pay

**92%** of consumers who purchased photo cards in the past year 'definitely' or 'probably' would purchase again.

**81%** are willing to pay extra for photo books with higher quality binding.

**75%** are willing to pay more to have a photo calendar made instantly or within an hour.

# Playing to Win

Here are some conversation starters to convey the value you can bring to your clients' business.



## Limitless Possibilities

Many of your clients may not be aware of what they can do with the images they capture. From weddings and anniversaries, to child births and graduations, you can offer specialty photo products to fit any occasion. New product categories are also beginning to emerge, like personalized gift wrap and home décor products, as well as a variety of dimensional substrates.



## Special Effects that Capture Attention

New production methods can enhance the look and feel of your customers' greeting cards, photo books and calendars, including new formats, specialty folds, foil stamping, embossing, varnishes and unique substrates. Advances in print technologies have also enabled more creative solutions, such as metallic and clear inks to create spot or flood effects.



## Digital print is synonymous with high quality.

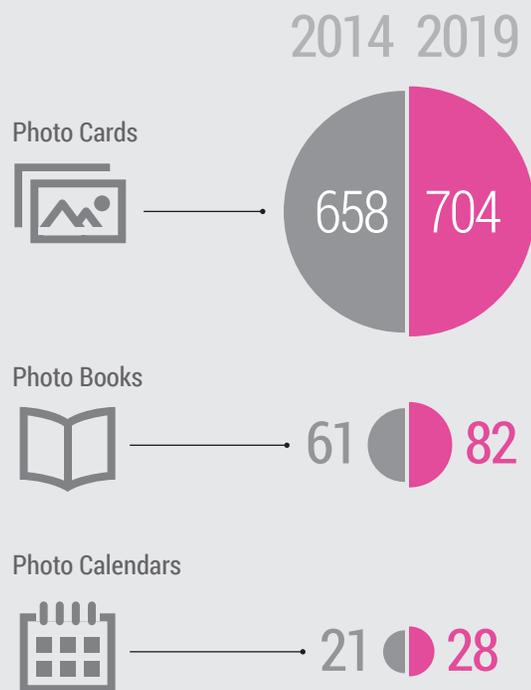
Print quality is the top purchasing factor and influencer when your customers select a provider. Digital printing devices can reproduce a wide gamut of colors and print on an expansive range of substrates and surfaces. It is well suited to meet the quality and design expectations associated with premium photo output.



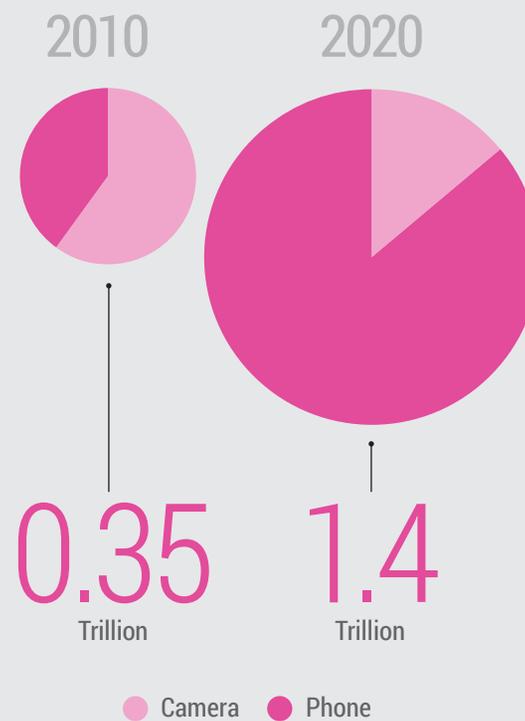
# Critical Insights You Need to Know

## Growing photo merchandise markets

(volume in millions)

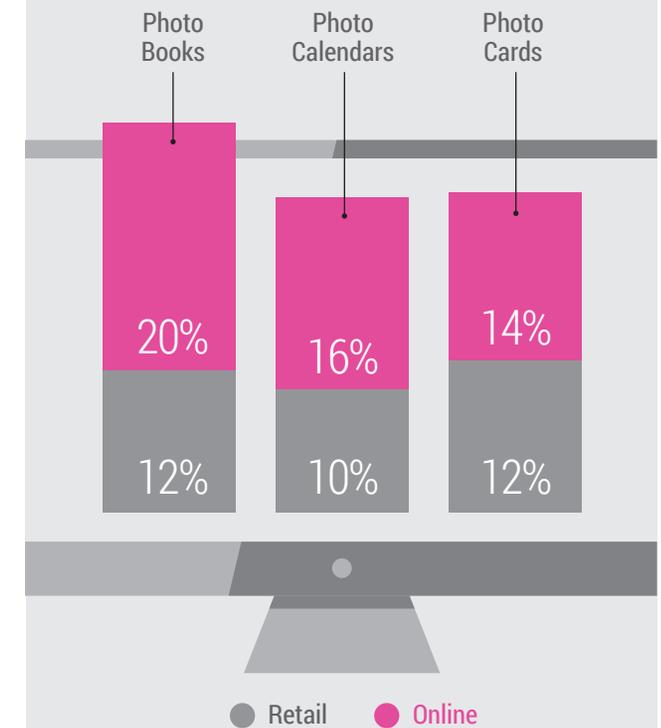


## Booming opportunities with proliferation of photos



## Having an online storefront is critical

Your customers are placing orders online:



## Photo drives loyalty, repeat business

Of consumers who purchased photo merchandise in past year, likelihood they'll purchase again in coming year:

Photo Cards

92%



Photo Books

87%

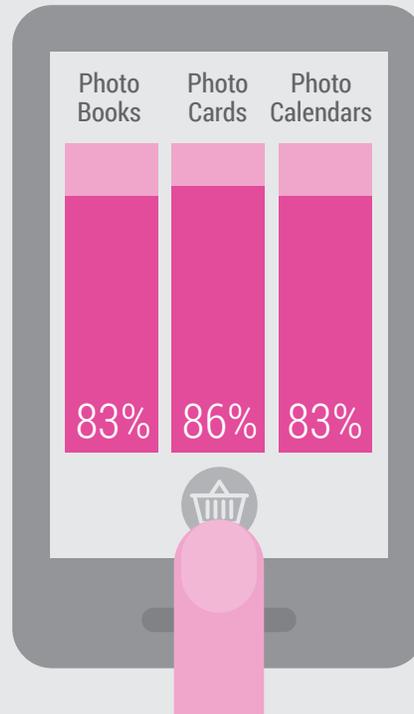
Photo Calendars

85%



## Substrate quality: a differentiating factor

Percentage of consumers willing to pay more for higher quality substrates:



## Features worthy of premium prices

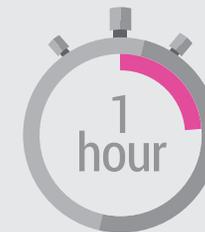
How much more are consumers willing to spend on features they value?



+22%

more on higher print quality for photo cards

+20%  
more on higher quality binding for photo books



+23%

to have photo calendars instantly or within an hour



How can you tap into or grow your share of this profitable business opportunity? Here are four critical must-haves.

# Getting in the Game

## 1

### Pick a Market Entry Point

> **Participate** in the way that best fits your business and goals. You could provide an online storefront and outsource production beyond your capabilities. Conversely, you could become a fulfillment specialist or provide a complete end-to-end solution. Review your production workflows and core competencies to determine if you need to develop your in-house skills or find a capable partner.

## 2

### Position Print as a Differentiated Product

> **Remember** that printed photo merchandise can be much more than just a seasonal business. One of every five people in the world owns a smartphone with a camera, so there are tremendous opportunities to turn those electronic images into tangible, everlasting printed memories.

## 3

### Enhance the Customer Experience

> **Evaluate** software tools that benefit both you and your customers, including optimized mobile sites and apps, online storefronts, color management tools and automated end-to-end production. Also consider finishing equipment to cut, fold, stack, saddle stitch or perfect bind.

## 4

### Be a Show-Off

> **Display** printed examples and substrate samples in-house and in the hands of your sales team. Few markets rely more heavily on quality than photo publishing and merchandising. Your customers need to see the quality and feel the substrates you offer—from linens and felts to lusters and pearlescents. Don't forget about specialty dimensional substrates like gift boxes, wine bottle holders, table tents, bookmarks, wobblers signage and more.

# Transformation in Action

## Delivering the Highest Quality Photo Products

Switzerland  
**Ifolor AG**

[www.ifolor.ch](http://www.ifolor.ch)

### Opportunity

An international online service provider for personalized photo products, ifolor has more than 50 years of photographic expertise, producing high-quality photo-related products such as books, calendars, greeting cards, canvases, photos and various gifts. However, they've never stopped searching for the best technologies to ensure their customers' greatest moments last forever.

### Transformation

Ifolor AG entered the personalized photo products market with the Xerox® iGen3, and in the past 10 years has transitioned to the iGen4® Press and, most recently, to the iGen® 150 Press. The larger

format size and higher resolution of the iGen 150 has contributed to a 25% increase in productivity. Book covers can be printed on the high-speed engine, resulting in higher-quality outputs and productivity gains.

With Xerox® Matte Dry Ink, ifolor emulates the look of offset by optimizing the uniformity of gloss appearance across highlights, mid-tones and shadows. It extends their job flexibility, providing a pleasing offset-like matte finish.

**“Xerox has been an excellent partner and worked with us to develop and implement specific solutions to meet our unique photo publishing needs.”**

—Gilles Lamere, Production Manager, Ifolor AG

## Offering Digital Options for Fine Art Reproductions

Italy  
**Bottega Antonio Manta**

[www.bottegamanta.com](http://www.bottegamanta.com)

### Opportunity

The digital revolution has significantly expanded photographic art and its place in galleries, exhibitions and publications. Seizing the opportunity, printer Bottega Antonio Manta is delivering fine art photography with Xerox® technology.

### Transformation

Photographer Antonio Manta is divided between the professional activities of a photographer and printer. As a printer, he has experimented with both inkjet and toner, and found toner devices were well equipped to reproduce fine art prints. After nearly two years of testing toner machines, the company purchased the

Xerox® Color J75 Press, gaining the ability to simplify production without sacrificing quality. The press' outstanding color management tools, coupled with Antonio's unique image preparation and settings, enable Bottega Antonio Manta to consistently deliver color stability, accuracy and repeatability. In the fine art photographic world where image quality is everything, these are all critical must-haves.

**“Xerox worked with us to understand our business and recommended a solution that allowed us more ways to produce high-quality fine art prints for our customers.”**

—Antonio Manta, Founder, Bottega Antonio Manta

# Empowering Transformation

With a robust portfolio of digital technology, automation offerings and business development support, Xerox is driving transformation in the photo publishing market.

Here's just a sampling for your consideration. See more at [www.xerox.com/production](http://www.xerox.com/production).

## Market-Leading Technology

- **Xerox® Versant® 180 and 3100 Presses** feature Ultra HD Resolution for outstanding quality while packing performance and automation into a small footprint.
- **Xerox® Color 800i/1000i Presses** let your creativity shine with vibrant image quality and the dynamic effects of silver, gold and clear specialty dry inks.
- **Xerox® iGen® 5 Press** delivers world-class quality and benchmark productivity for high-volume production environments.

 Visit [www.xerox.com/photo](http://www.xerox.com/photo)



Xerox® Versant® 180 Press



Xerox® Color 800i/1000i Press

## Workflow Automation

With our award-winning Xerox® workflow portfolio and working collaboratively with our partners, we have assembled the industry's most comprehensive array of workflow solutions to help you produce the high-value photo marketing applications your customers are demanding.

- **Xerox® FreeFlow® Core** automates and integrates the processing of print jobs, from file preparation to final production, for a touchless workflow that reduces time and costs.
- **IntegratedPLUS Color Management** is ideal for those who need a cloud-based solution to manage color across multiple presses, at one or multiple locations.
- **Xerox® MatchAssure Solution** delivers simple, fast, consistent color to meet the most demanding standards on a single printer or over a fleet of printers.
- For composition, pre-press, color management and more, you'll find solutions from Imaxel, M-Photo, CGS-Oris and CMI to fit your specific needs and unique business environment.

 Visit [www.xerox.com/workflow](http://www.xerox.com/workflow)



Xerox® iGen® 5 Press

## Business Development and Professional Services

The Xerox® ProfitAccelerator® program, with a portfolio of 100+ tools, resources and training services, is designed to support your efforts from sales and marketing, business planning, operations and new application development.

As you look for new and creative ways to position your operations, Xerox and our network of industry experts can help you with:

- Designing for digital print
- Analysis and training for color management
- Supporting your G7® Master Printer Qualification
- Evaluating custom and specialty substrates to grow your client base and margins

 Visit [www.XeroxDigitalHotSpot.com](http://www.XeroxDigitalHotSpot.com).

## Discover more opportunities in this Market Segment Series.



Catalogs



Digital Packaging



Direct Mail



Marketing Service Provider



Photo Publishing



Publishing



Transactional Marketing

This series provides insights and practical advice on how to thrive in seven business-boosting markets for print providers. See more at [www.xerox.com/applicationseries](http://www.xerox.com/applicationseries).

We're Xerox.

Xerox helps print providers work better by combining people, processes and technology in more efficient and cost-effective ways.

To find out more, visit [www.xerox.com/production](http://www.xerox.com/production).