

Making money with identity pictures

Studio Polaroid

Complete package comprises equipment, marketing support, service and advice



ID pictures are an important business for photo retailers and professional photographers all over the world. In Europe alone, this market segment has a retail value of approximately 1 billion Euros – and is still growing, since more and more authorities and institutions require a document with a picture to verify an individual's identity.

Polaroid, the instant imaging company, has been the market leader in this segment for decades. With the Studio Polaroid name, the company has created a well-known brand name which stands for instant identity pictures at more than 20,000 retailing locations in Europe. Within the Studio Polaroid concept, the company offers much more than just equipment and consumables. Its long-standing experience results in a comprehensive package of marketing support, service and advice.

"Studio Polaroid is a proven concept which makes it easy to make money with identity pictures", says Andy Burnett, European Category Manager – Business Planning & Photo Retail at Polaroid. "Our aim is to enable our customers not only to sell identity pictures of top quality with a top margin, but also to provide the opportunity to generate additional sales out of this dynamic market segment."

Systems for all budgets and requirements

The basic model is the Studio Polaroid camera 403, the classic tool

for shooting high quality identity pictures on Studio Polaroid pack film. The film is available with a silk or glossy surface. Extremely easy to use, the camera enables even untrained staff to take perfect shots virtually immediately. Polaroid's proven instant imaging technology and the optimal thermo back for an optimum processing temperature of 24°C ensure consistent high quality results.



Additional sales through flexibility: Studio Polaroid 350

After its launch in September 1998, the Studio Polaroid 350 has become the best-selling system in the Studio Polaroid range. It combines state-of-the-art video technology, digital printing and the proven quality of the Studio Polaroid pack film (or Polaroid Polapan Pro 100 for black and white). Offering several different print formats and the

benefits of preview before printing, Polaroid SP 350 has been designed to generate more sales and additional profits in the ID picture business. The picture is taken with a purpose-built video camera, featuring a 1/3" CCD-Sensor with 752 x 582 pixels. After the picture is 'frozen' by a simple touch of a button, the customer can preview the result on the built-in LCD-Screen before printing. The innovative digital photo printer, which uses original Polaroid film, offers the choice of several different print formats. In addition to the traditional four-frame identity pictures of 35 x 45 mm each, the unit can produce portraits (73 x 95 mm), a sheet of two identity pictures and three mini portraits (35 x 30 mm), a sheet of nine mini portraits or six frames of 30 x 36 mm. The device can also print sheets with two 45 mm x 36 mm pictures – perfect for job applications.

With this flexibility, Studio Polaroid 350 is ideal for generating additional sales from a simple identity pictures assignment. In addition, the system can easily be connected to a computer. With the Studio Polaroid Portrait Manager Software, the retailer or photographer can archive all his photos and retrieve and reprint them at any time. And with Polaroid Polaprint Software, any pictures stored in a PC can be easily downloaded and printed.

The all-in-one photo video system: Studio Polaroid 502

For the demanding customer, Polaroid offers the Studio Polaroid 502 system. This complete floor-



Andy Burnett,
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standing unit fits perfectly into even the most advanced high-tech retail environment. With its built-in rollers, it can easily be moved around within the shop. The unit features a unique folding mirror to show the customer's pose before printing.

The unit comes complete with a built-in video camera, a high-quality thermal sublimation printer and a 14" monitor. Using Polaroid C2300-paper, it can cope with different print formats and layouts between 16 mini portraits of 21 x 27 mm up to a full-size high gloss portrait of 85 x 110 mm.

Efficient marketing support

As mentioned before, Polaroid offers much more than just the latest state-of-the-art equipment. The Studio Polaroid marketing support program includes a comprehensive package of eye-catching point of sale materials, including flags, displays, posters etc. Seasonal promotions and advertising also help the Polaroid customer to build his business. To make sure that even untrained staff take perfect pictures from the very beginning, plenty of tips



can be found in the series of small booklets on picture-taking, and visits are also possible from Polaroid's imaging consultants. And in case something breaks down, Polaroid is fully aware that quick help is required to prevent business losses: Service contracts for all equipment are available with options on next-day replacements. With its long-standing experience Polaroid knows

What successful users have to say about Polaroid SP 350

Of the more than 20,000 Studio Polaroid retailers and photographers all over Europe, INTERNATIONAL CONTACT asked just two about their experience. Here are their comments:

At **Foto Smeets** of Cuijck, the Netherlands, sales have gone up 30% since the introduction of the Polaroid SP 350, says Mr. Joop Smeets: "Creativity is the key. Firstly, you have to display the different print options. To see is to buy. And look out for extra sales opportunities as soon as your customers enter your studio. I manage to sell at least one extra print to three out of ten customers. Secondly: You can easily create your own publicity around SP 350. As soon as the unit was installed, I invited the people from the local authorities to my shop, showed them the basics and demonstrated it. I have never had anyone coming back because his pictures were refused. I also invited the reporter from the local newspaper, took a few shots, and he did the rest. Now, six months later, I am still welcoming new customers who say they read about my novelty in the local paper."

Ron Hesse of **Fotoshop Capi Live** located at Schiphol Airport in Amsterdam, the Netherlands, is also fond of the SP 350. "Each photo-seller must find his own 'gimmick'. Mine is the airport location, which has its pros and cons. The trick is to activate your 'passive sales'. Here are two examples.

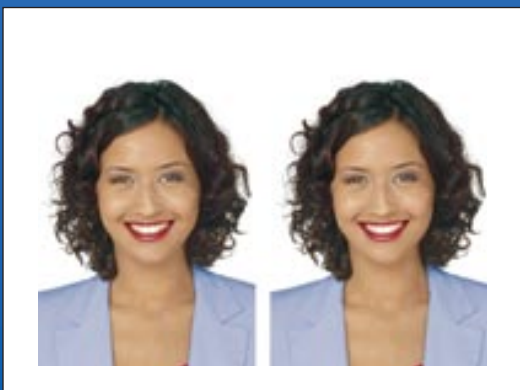
My customers have many different nationalities and often require different picture sizes. This is where the SP 350 comes in very handy. My input is to clearly display the different possibilities that are available in my shop.

If one person out of a small group of friends or a family goes abroad, they sometimes come in to have a 'group-departure-picture' taken. That's now easily done with the SP 350 zoom facility. And then it's very easy to sell an extra print to each of the group members. Another tool is publicity. We made a deal with KLM, and we are now advertised on KLM's personnel website, on the information page about the different documents needed for the different KLM destinations. And if an extra photo is required, there's my name displayed. The next step will be publicity on flight tickets and hotel counters. I'm sure I can find a couple of other opportunities.

At Fotoshop Capi Live, sales have increased by 15 to 20% since the introduction of SP 350."

more about the identity picture business than probably any other company in the world. "We invest in market research to discover what consumers want and why, and we use this information to provide the best solution for our customers to build the business", says Andy Burnett. "We also keep close to governments and authorities to learn about

changes in legislation that will impact the identity picture business. This ensures that our equipment and materials fit in perfectly with the legal requirements." Finally, this comprehensive know-how is being used to develop new products to increase the identity picture business with Studio Polaroid.



For information on any of the range of Studio Polaroid products please contact

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