

# SalesNews

AUGUST, 1975

## The Kodak Pocket Camera Purchase Plan

We've an offer designed to help you stock up with Kodak pocket cameras, at favourable prices, in plenty of time to take advantage of the Spring/Christmas demand.

Here's how it works:

1. ORDER pocket cameras now for delivery from August 20.
2. GET big discounts—up to 13½%.

Specifically

1. ORDER any or all of the following models:

100 outfit or 'go-anywhere' kit  
200 outfit  
300 outfit  
400 outfit  
500 outfit

2. GET extra discounts as follows:

5-39 units 6%  
40-199 units 9%  
200-699 units 12%  
700+ units 13½%

First come, first served

Stocks of some models—especially the model 100 outfit—are limited. So, it's important that you order promptly, using the enclosed order form. Discounts apply to the cameras supplied during the promotion, and we cannot accept any back orders. Other specific conditions of the plan are listed on the order form. Note that the discount applies to the whole outfit value, where outfits are purchased.

Future Camera Plans

Below is a chart which indicates changes to several Kodak pocket cameras in future. In brief, it is planned to replace the current model 100 with the model 92 (featuring automatic magicube rotation) pre Christmas, and the 'electronic' cameras with new models pre Easter.

Note that no model 92 'go anywhere' kit will be available, and we expect the 100 'go anywhere' kit to continue to sell well.

We hope to have limited stocks of the Tele-Instamatic 608 camera outfit pre Christmas. Suggested retail price will be about \$48.50.

Pre Christmas	Pre Easter
92 camera imported	92 camera (local) *
100 outfit	92 camera outfit (local) *
100 go-anywhere kit	
200 outfit	
300 outfit	
400 outfit	28 outfit
500 outfit	38 outfit
50 camera	
60 camera/outfit	48 outfit
	608 outfit

\*With automatic magicube rotation.

Strong Support Planned

Intensive Spring and Christmas T.V. advertising will sell the benefits of Kodak pocket cameras (for details, see separate article this issue). You can be assured of strong national advertising when you promote Kodak pocket cameras.

Why Buy?

Still uncertain? Then remember that you can:

- Achieve up to 54% mark-up based on suggested retail price—discounts of up to 13½% on the normal trade price are available.
- Achieve extra sales in Spring—stock up and start selling early.
- Benefit from Kodak's national advertising for pocket cameras. It starts September and runs through to Christmas.
- Avoid disappointment by ordering your camera stocks early—stock shortages are always possible and the 'go-anywhere' kit, in particular, may sell out during the promotion.

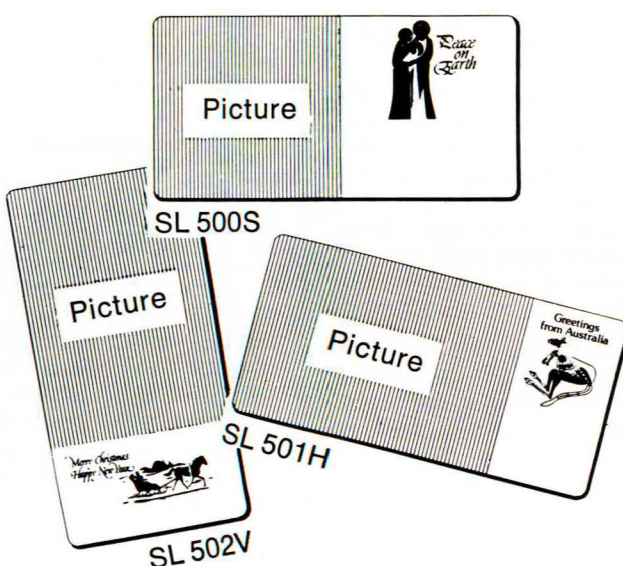
Finally, the acceptance of Kodak pocket cameras continues to grow as more people become aware of their benefits. This year, we'll be advertising strongly to communicate those benefits to even more consumers.

**STOCK UP! STAND OUT! CASH IN!**



## Slim-line Photo Greetings promotion gets under way

A major promotion on KODAK Slim-line Photo Greeting Cards is now under way! Designed to catch the many thousands of people who send Christmas greetings to friends overseas, the promotion is geared to the closing date for overseas surface Christmas mail.



Promotion Details

Earlier this year, Kodak conducted a market research study on Christmas Greeting Cards. The research showed that KODAK Slim-line Photo Greeting Cards would prove popular with customers as an alternative to the normal Christmas card. To ensure that customers get the message, here's what we have planned.

**In-store Promotion Kit:** By now you should have received a merchandising kit comprising a colorful showcard (also as unmounted streamer), sample inserts, and an ordering guide. If your kit hasn't arrived, please contact your local Kodak branch, who will forward you one immediately.

Set up the showcard straight away and study the ordering guide, as customers will be getting the message **right now!**

**Processing inserts:** Every Kodacolor, Kodachrome and Ektachrome still film order leaving our processing laboratories will have an informative insert giving customers all the details on KODAK Slim-line Photo Greeting Cards. There are easy-to-follow ordering instructions on each insert, so customers will largely be pre-sold before they call on you.

**T.V. and Press:** Customers in Melbourne and Sydney will see a bright new T.V. commercial on Sunday evenings, supported the next day by large press advertisements. The T.V. commercial features Santa Claus as the presenter, so Kodak will probably get the award for the earliest Christmas message!

New Designs

The market research study also showed us that we needed new designs for the cards, so for the first time, we're introducing the designs depicted here. These designs replace the designs used in the past.

Design SL 500

This design features the Holy Family, and carries the message "Peace on Earth".

Design SL 501

To cater for friends and relatives overseas, this design features a kangaroo depicted in aboriginal art form, and carries the message "Greetings from Australia". We're sure this design will be very popular as it can be used all year round.

Design SL 502

This design has a traditional sleigh scene, and carries the message "Merry Christmas, Happy New Year". Each design is available in three formats as follows:

- (a) Horizontal format (only) for square pictures,
- (b) Horizontal format for rectangular pictures,
- (c) Vertical format for rectangular pictures.

Availability

KODAK Slim-line Photo Greeting Cards can be ordered from any size color negative, or from 126, 135 (full-frame) and 828-size color slides. The cards are printed on the popular silk-surface paper and feature the latest borderless rounded-corner format. Please note that only the whole of the negative or slide can be reproduced. With color slides, the main subject should be well centred on the slide as some cropping is unavoidable.

Please allow 10 days for delivery.

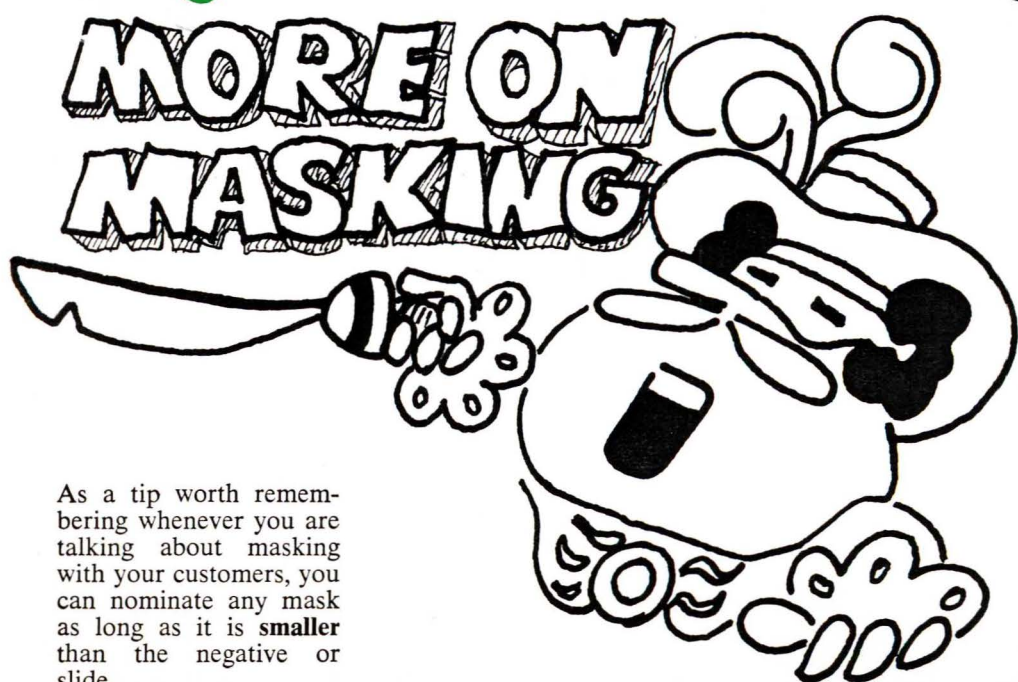
Prices

The recommended retail prices have **not** risen! Note that there is a minimum order quantity of 10 cards from the same negative and design.

10 (min. order) to 40 \$0.38 each (recommended retail)  
50 or more 0.35 each (recommended retail)

When ordering, specify the selected design number on the Kodak Processing Envelope, and also state the number required from each negative or slide. And remember—we provide an envelope at no extra charge for each card!





As a tip worth remembering whenever you are talking about masking with your customers, you can nominate any mask as long as it is **smaller** than the negative or slide.

The Kodak Masking Guide Booklet gives you a useful guide on the masks normally used, but for added flexibility, any mask can be specified for any of the enlargement sizes provided, as we said above, the mask is smaller than the negative or slide. For example, it would be pointless nominating mask 30N in the booklet if the negative is 135-size (35mm).

Just remember these three other points about the Kodak masking service:

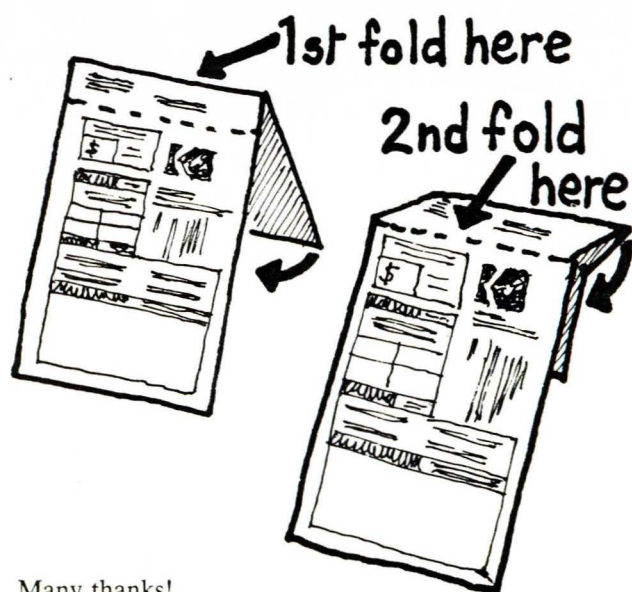
- We cannot mask 110-size negatives or slides, or 135 half-frame negatives or slides.
- We cannot produce masked prints from slides, but of course we can produce enlargements from masked portions of slides.
- The Kodak masking service for enlargements is available at no extra cost; for prints, there is an extra charge of \$0.35 per negative (suggested retail price).

## Please... No Stick!

Like all big companies nowadays, Kodak uses its computer to perform a myriad of jobs. And like everything else, the computer places a few restrictions on how it would like the information.

Therefore, can we have your co-operation with one small but very important matter concerning the Kodak Processing Envelope? You will notice that the envelope has a panel with some odd-looking boxes and numbers. That's the part the computer reads. This panel is located just above the envelope pocket and when you have detached the customer's receipt, the panel stays with the envelope on its way to Kodak.

The problem is that many of you seal the envelope by taping or stapling the above computer's panel to the back of the envelope. This creates a problem, because our sensitive genial giant gets indigestion! So, please, do not use tape, glue, staples (or whatever) to seal the envelope. Simply follow the method shown here:



Many thanks!

### Please note:

The suggested retail prices set out herein are suggested prices only and there is no obligation to comply with the suggestion.

## WINTER CHECK LIST FOR SUMMER SALES

Summer IS coming or, if you live in the north, it probably never left, but either way NOW is the time to prepare for the summer processing rush. Listed below are a few points you should remember to ensure customers appreciate the kind of service every successful store offers.

### PROCESSING

#### Keep these in mind

**Enlargements:** Because customers prefer it, all enlargements made by Kodak from color negatives are automatically printed on silk-surface

paper. For the few who prefer a glossy finish, this is available too, but you have to ask for it! **Prints from Slides:** Don't forget that you can only obtain prints and enlargements from slides on glossy paper.

**Prints from Negatives:** Just think of borderless Kodacolor Silk-prints. They're the ones everybody asks for. And they're the standard service from any size of color negative!

**Envelope Replenishment:** Make sure the replenishment card stays stapled to the selected envelope. You can still use the envelope for ordering purposes. Please make sure you use the envelopes in the sequence they are delivered—the pad on top is used first. This way you're not likely to run out.

**Self-service.** The customer does the work, you reap the benefits. If you haven't talked with our Representative about installing a self-service processing counter in your store, ask him the next time he calls. Many dealers have already done so and they're glad they did!

**Unclaimed Orders:** Don't forget Kodak will credit any unclaimed processing orders after 90 days and up to 120 days from date of receipt. However, the original envelope must be returned with the complete order, and the envelope must show the customer's full name and address. (P.S.: It might pay to check occasionally to see if all the orders in the rack are in fact for your store. Sometimes an order can be delivered to the wrong store.)

### REPAIRS

#### Keep these in mind.

**Documentation:** You can use the Kodak Processing Envelope for arranging repairs to Kodak cameras and projectors. Ask your Kodak Representative for a copy of our new leaflet K61-498-475 which shows you how.

**Invoicing:** All repairs forwarded in a Kodak Processing Envelope are now invoiced on the processing invoice. This makes it easy for you to check where each envelope went. Look under the "B & W and REPAIRS TOTAL".

**Duration:** From time to time we are advised that spare parts are no longer available for a particular model. When this happens, we advise you by indicating that after a certain date we cannot repair that model. This information appears in the "Repair Services" section of the price list that is mailed to you every quarter. (P.S.: Sometimes the cost of repair is greater than the value of the camera, so check the price list to see if in fact certain categories of repair will be carried out.)

## Discontinued

Kodak Duo Print pictures were discontinued as an available processing service on Friday, August 1, 1975.

This service, which was introduced early in 1970, was only available from 126-size color negative films. The decision to discontinue the Kodak Duo Print was brought about by the very small customer demand.

This means that only square Kodacolor Silk-prints will be available from 126-size color negative films. The Silk-print will continue as the standard service, with Glossy-prints only available upon request.

## Worried about Product Knowledge

Nowadays, with new products and services coming onto the market virtually every day, it is almost impossible to keep up to date. Even more worrying is the fact that if you're confused, how does your staff cope?

At Kodak, we have come to realise that everyone's needs are not the same. Flexibility is therefore the keynote. Whilst we still run our series of training seminars which run for one or two days, sometimes it is difficult for you to spare the time for either you or your staff to attend.

So, from now on, if you want to brush up on your Kodak product knowledge, just ask your Kodak Representative. He'll be delighted to arrange some short "on the job" training sessions right in your store. There's nothing better than a "hands on the product" training session, and if this can be carried out on the spot it means your staff get personal attention and all of them can participate.

Talk it over next time our Rep. walks in the door.

## KODAK 1975 Advertising Plans

Following the Winter lull, Kodak advertising will swing into action again in August with the first of five separate campaigns—each building on the other to create a consolidated drive to peak at the Christmas gift-giving season. This summary does not include the Kodak Photo-Greeting Cards Promotion featured elsewhere in this issue. Here are brief details.

### August School Holiday Promotion

The Kodak Camera Kit is a new product suitable for beginners and timed to launch just prior to the August school holidays. It is ideal for children—so the television advertising naturally features youngsters in the 9-15 age group. A specially produced 30-second T.V. commercial will run in most states for two weeks prior to, and for one week during, the August school holidays. The commercial suggests that the Camera Kit is a great starting point for children wishing to become good photographers. It shows the components, then highlights the ease of use of the 155X Instamatic camera. The commercial will appear in children's shows and peak-viewing periods from Thursday to Sunday in each week.

A showcard has also been produced for point-of-sale support and ties in with the T.V. advertising by illustrating the children from the commercial.

### September/October

SPRING is here again—a most important period in the build-up to the Christmas and Summer periods. The focal point of the 1975 Spring Promotion is a new 60-second T.V. commercial that will help to re-activate the consumer after the Winter lull to start taking more pictures. Although the main emphasis is on pocket cameras, the commercial beautifully portrays a series of family outdoor activities and highlights the many wonderful opportunities that there are for capturing "a pocket full of memories".

The T.V. media campaign will be very intense during the four-week period (September 14-28 and October 5-19). Full-page advertisements will also appear in "Reader's Digest" while the famous Kodak beachgirl will again be available for display in your doorway. Also available are give-away brochures that outline the complete range of pocket and 126-size cameras, plus a large array of display material for you to use 'in store' to help motivate your customers to buy cameras and film.

### November/December

This is perhaps the busiest period for 1975, with Christmas and the start of the Summer/holiday period. November will see an extensive T.V., press and color magazine promotion for pocket cameras, plus a supporting radio campaign for film reminder purchases by tourists and holiday-makers.

December of course is the finale of the programme, and the concentration again will be on the "gifts that click" theme. Three weeks of television and large-space press advertising will carry a most effective message to direct camera gift-users to your counters.

More details will be announced in the next few months about these two very busy months. However, make sure you **plan ahead, stock up,** and produce good window and store displays—that way, you'll establish yourself as the best in the neighbourhood for photo supplies and gifts.



# How to Sell More Photo Products



Back in 1971 we ran a series of articles under the above heading. We believe it's time to print them again. What was said then and what is happening now is pretty much the same. So if you can recall reading them in '71, start afresh and be amazed at how much you'd forgotten. If it's the first time round, you'll learn a lot.

Here's a step-by-step plan to increase the sales from your Photo Department.

There's no secret to turning your Photo Department into a more profitable operation. You can see the basic principles in operation any night of the week by watching commercial television.

Notice how the best of the commercials attract your attention, hold your interest, talk in terms of what the product can do for you.

The successful photo retailer follows the same principles in selling his merchandise. How does he do it? Over this and the next few issues of 'Kodak Sales News' we will show you how.

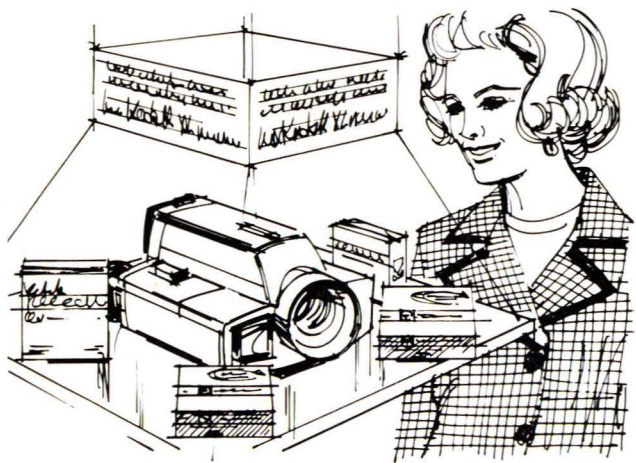
The steps to take are easy. The retailers who have already taken them are now enjoying the extra sales you too would like to have. Read on:

## STEP 1: SETTING THE STAGE

The right location and arrangement of your Photo Department is one key to extra sales. Customers are sensitive to the 'looks' of a store. Cheerful lighting, attractive displays, modern fixtures influence them to patronise one store over another. That is why it is so essential to have a separate, well-identified, well-stocked Photo Department. It immediately says the right things to your customers. It shows that cameras and film are an important part of your business. It says you know cameras and film. It inspires buying confidence. Here are seven key factors that create a busy and successful Photo Department.

### 1. Make your Photo Department separate and complete.

This quickly identifies your store as a one-stop shopping centre for photo goods. Your cameras and film gain visibility that pays in profitable impulse sales. A variety of cameras displayed in one place invites people to stop and compare.

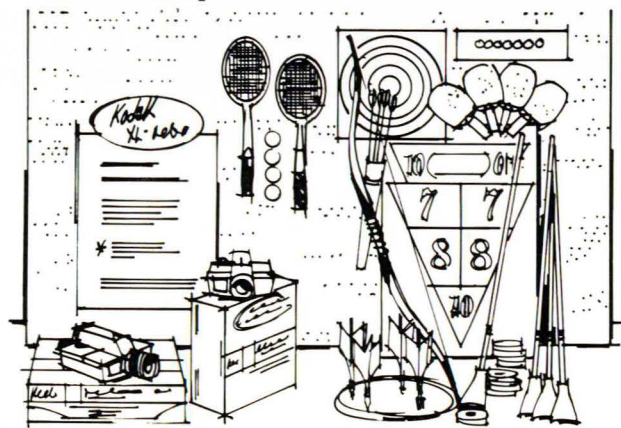


### 2. Put your Photo Department in a heavy traffic location.

Every customer is a prospect, so make sure all are exposed to your Photo Department. Give it a prominent location next to your busiest areas—the cosmetics section, cash register, or prescription department—wherever your store traffic is heaviest. Good locations pay-off in frequent impulse sales and add beneficial traffic for other areas.

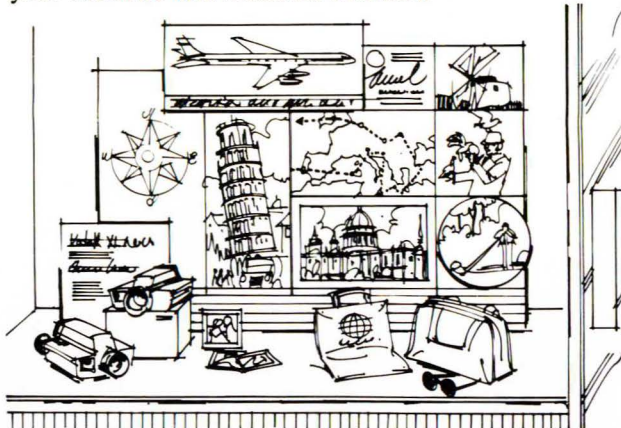
### 3. Feature mass displays.

A prominent counter dispenser for film prompts customers to stock-up before holidays and local events. Massed camera gift outfits say 'bargain', and increase sales of featured products.



### 4. Use tie-in-displays.

Merchandise your Photo Department throughout your store by displaying cameras with baby supplies, beach and summer goods and by placing film dispensers at your cosmetic and toiletries counters.



### 5. Plan regular window displays.

They remind passers-by of your Photo Department. They spark the desire to buy. Colorful, timely window display material is always available through your Kodak Representative.

### 6. Use outdoor signs.

Your most important identification is your Kodak fascia sign. In addition, remind people that your store is the local headquarters for cameras, film and processing by placing a Kodak transfer on your window, or regularly using a Kodak Pavement Sign.

### 7. Schedule regular advertising.

In planning your local newspaper or theatre advertising budget, be sure to include your Photo Department. Your Kodak Representative can arrange to provide you with advertising blocks or cinema slides.

## STEP 2: BEHIND THE SCENES

The success of any business activity is determined by its planning. A smoothly-operating Photo Department relies on three main requirements.

### 1. The basic inventory.

Regardless of its size, your Photo Department requires a range of products to at least meet your customers' basic needs. Therefore, you should carry stocks of the latest simple cameras (which are by far the most popular), a wide range of films, plus a selection of accessories such as camera cases and gadget bags, photo albums, batteries, flashcubes and helpful books on picture-taking. Include a good working knowledge of the variety of processing services available in this basic inventory. Your Kodak Sales Representative will help you plan a basic inventory like this.

### 2. Advanced inventory.

Not every customer is a beginner or one who is interested only in simple cameras. An advanced inventory which includes still and movie projectors, movie cameras, projection screens, filters, etc., lets you sell to both beginners and more advanced picture-takers, and gives you the flexibility to trade-up customers to bigger and better things.

An advanced inventory provides greater sales potential in equipment and processing sales.

### 3. Stock control.

Once your Photo Department is running, it is vital to know how much stock to carry and which stock is the most popular, or, the least popular. Experience, after a fashion, could answer these questions, but a properly organised system of stock control will quickly and accurately ensure that your business is running smoothly.

If you have an effective stock control system it will highlight sales trends, prevent stock shortages and will keep stocks to an economical and safe level.



## STEP 3: CASTING YOUR STAR SALESMAN

A well-run Photo Department will play a vital role in the overall success of your store. Therefore, it is important that the personnel who run the department are well versed in cameras and film.

### Staff training.

A Kodak Sales Seminar, conducted by your nearest Kodak Branch, is a very effective way for your staff to become familiar with Kodak products. In selecting staff for your Photo Department, choose someone, if possible, who is already interested in photography, or who is willing to learn. Encourage them to take pictures with the cameras you stock. They can discover for themselves through practical experience the different features of each product. Once they enjoy the fun of picture-taking, it will be easier for them to communicate the idea to your customers.

### Satisfying customer needs.

In addition to knowing how cameras work, your staff should have a clear idea of what is the best camera for each customer they meet.

Some customers come looking for a hobby. Others will only want an easy way to take snapshots of their families. Trained staff who know how to help people by knowing what they want, will not only make sales, but will win steady customers for you.

Next Issue: REHEARSING THE STILL AND MOVIE LINE.

# STOP PRESS

## Super 8 Sound Film Cartridges

Our processing laboratory has alerted us to the problem of damaged super 8 sound films caused by the customer breaking the film as he removes the protective foil from the cartridge.

It seems that sometimes customers repair the break, using adhesive tape, and don't tell anyone. During processing, the adhesive tape fails, the film in question is ruined (plus others going through at the same time) and we all have unhappy customers on our hands.

So please—would you kindly do two things to

help your customers who buy super 8 sound films:

1. Advise them to open the package in accordance with the instructions printed on the protective foil. This way, film breakages shouldn't occur.
2. If they do break the film and then repair it please ask them to tell us about it. A short note with the film will warn us of the damage and the laboratory can take the necessary steps to avoid any further mishaps.

Many thanks,

KODAK (Australasia) PTY. LTD.



# PRODUCT NEWS

## UNIQUE FLASH ARRAY FOR NEW KODAK CAMERAS RELEASED IN U.S.A.



New Instamatic pocket cameras released by Kodak in the U.S.A. use a new flashbulb array called "Flipflash."

A Flipflash contains 8 flashbulbs, each with the same output as the bulb used in a magicube, arranged in two groups of four bulbs.

With the Flipflash plugged into the camera, the four bulbs at the top of the array are in the firing position. After four flash pictures, the Flipflash is flipped end-for-end to use the other four flashbulbs. The greater spacing between flashbulb and camera lens (in comparison with a magicube) virtually eliminates 'red eye' and so avoids the need for a flash extender.

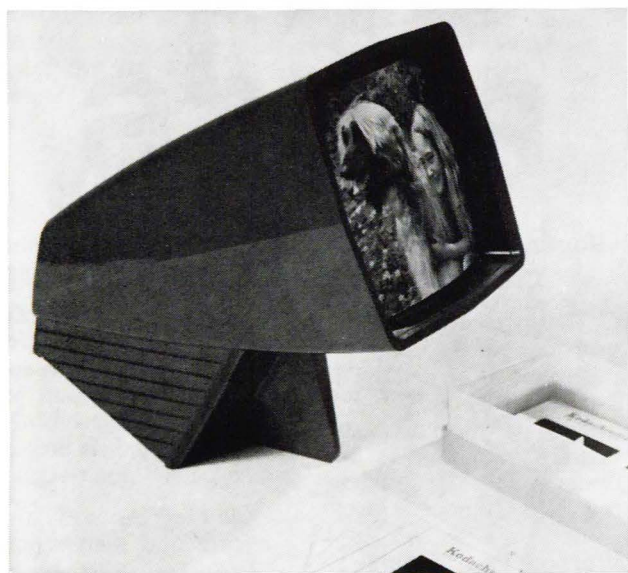
A green 'go-dot' behind each bulb (at the back of the array, facing the photographer) disappears when the bulb has been fired, acting as a dead bulb signal.

The Flipflash, which does not require a battery, is fired by a reliable piezoelectric source inside the camera, and so can only be used with cameras especially designed to accept it.

Kodak will maintain a small stock of Flipflash arrays for use by tourists visiting Australia from July on. Price and availability details will soon be available from your Kodak Branch.

Cameras using the Flipflash array will not be released in Australia for several months.

## New Slide Viewer



The G.A.F. Pana-Vue I slide viewer pictured above is an addition to the range of viewers sold by Kodak, and fills the gap between the low priced Pana-Vue II viewer and the more complex Pana-Vue automatic viewer.

Attractively priced at \$7.51 (suggested retail price), the Pana-Vue I viewer features:

- a large, 6.7 cm square viewing screen.
- hand or table top viewing — will stand in two positions.
- finger-touch switch may be locked on for continuous viewing.
- operates on two 'C' batteries (not included).

Orders will be accepted now!



## Black and White Film for pocket cameras

Kodak Verichrome Pan film, VP110 12-exposure, is now available in Australia to meet the needs of those pocket camera owners who prefer to take black and white photographs.

Demand for the film is expected to be small, and it is suggested that dealers

order small quantities only. As a guide, it is expected that the demand will be about the same as now exists for Kodachrome film in the 110-size.

Suggested retail price is \$1.27, and Kodak offers a processing service at normal prices.

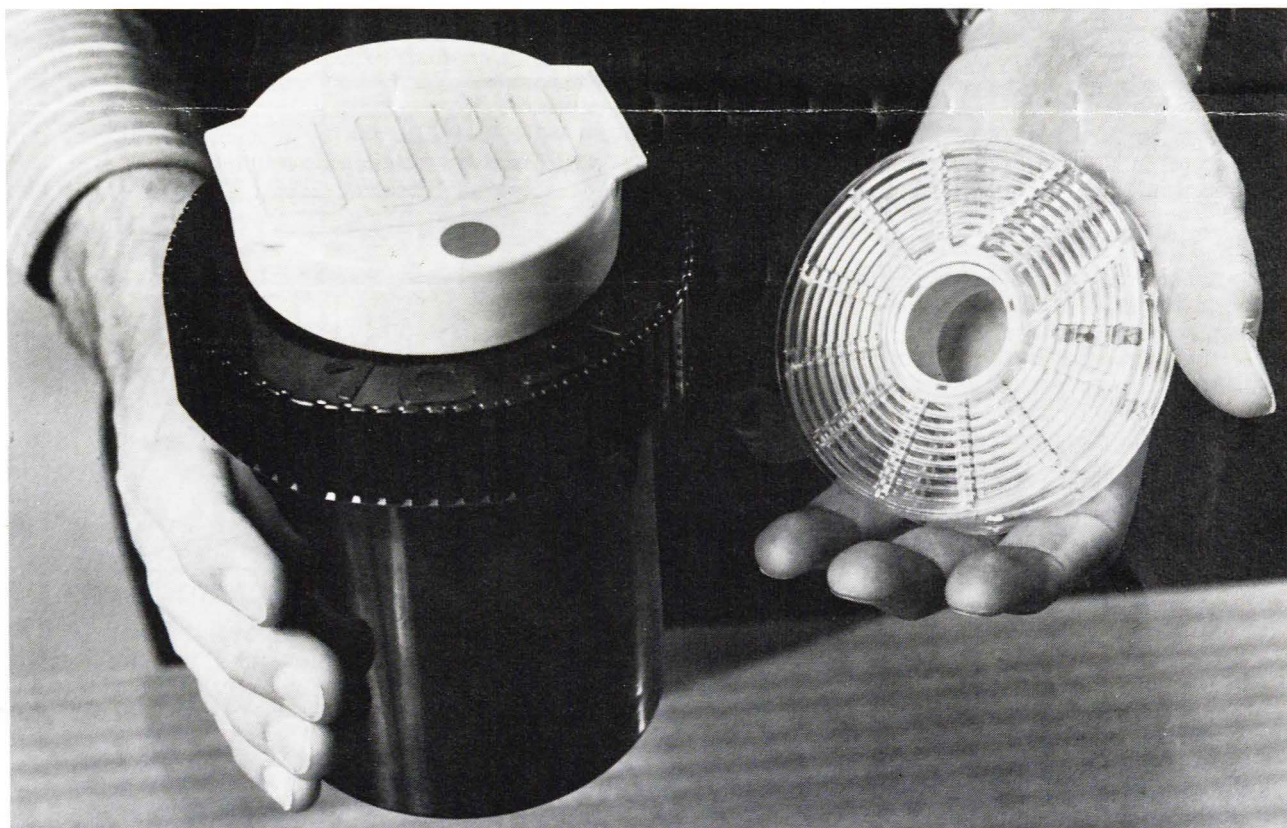
## Rayco frame for pocket camera prints

The 9 x 11.5 cm Rayco color print frame, ideal for prints made from pocket camera negatives, is being re-introduced.

Rayco frames are well accepted, and with the high growth of pocket camera and film sales, a strong demand for a frame in this size is anticipated.

Suggested retail price is \$2.61, and you can order.

## JOBO developing tanks available from KODAK



These days, many people have more leisure time than ever before, and quite a few are finding photography a relaxing and rewarding hobby. For many of these photographers, taking the picture is only half the fun — the other half comes from processing films they have taken themselves.

Dealers who cater for this growing band of 'do it yourself' enthusiasts can obtain from Kodak a reasonably priced, high quality, developing tank suitable for all popular film types and sizes.

The Jobo Jet tank is ideal for most amateur users, and is made from impact resistant plastic. It can be inverted for film agitation, and provision is made for checking the temperature of processing solutions without removing the light-tight lid.

Spiral reels are available in two sizes — an adjustable spiral suitable for 35mm, 126, 120/620 & 127 films (one is supplied with each tank); and a spiral specifically designed for 110 and other 16mm width films.

Spirals are heat resistant to over 120°C, and are fully transparent for re-exposure of reversal films. With the introduction of the Jobo tank, Kodak has discontinued the sale of the Kodacraft tank.

### Reasonably priced

The Jobo Jet tank (with adjustable reel) has a suggested retail price of \$13.83. Additional adjustable

reels, or 16mm reels (for 110 films), can be purchased at a suggested retail price of \$4.91 each.

### Available now

Stocks are now available and we suggest that dealers order immediately.

### Wide range of Kodak darkroom equipment

Of course, the Jobo Jet tank is only one item of darkroom equipment sold by Kodak. There are many others!

For instance, Kodak also offers Kindermann stainless steel tanks and accessories, for the more advanced photographer. Then there's the recently introduced Kodak Printank paper processor for color enlargements, plus many other accessory items and a wide range of enlarging papers and photo chemicals.

The popularity of amateur darkroom work can be gauged from the high sales of Kodak publications on the subject — "Developing, Printing, Enlarging in B&W and Color," "Creative Darkroom Techniques," "Bigger and Better Enlarging."

Check your stock and display of darkroom equipment to make sure you don't miss out on this growing market segment!