

Kodak

Please pass this Dealer News on to your staff to re

Kodak Dealer News

March/April 1970

Kodak Duo Print

(actual size)



DUO PRINT

Made by **Kodak**



Here it is! The Kodak Duo Print—a new booster to your photo-finishing sales. Look inside for full details on this extra profit-maker from Kodak.

for only 4 cents extra.

Kodak Duo Print

The Kodak Duo Print Service

Kodak now offers a new photo-finishing service for users of Kodacolor-X 126 film. A Kodak Duo Print is a 3½" x 3½" Kodacolor picture paired with a second 2½" x 2½" picture. One to keep and a tear-off copy to give away.

Tell your customers about Duo Prints

Kodak Duo Prints retail at 31 cents each —only 4 cents extra per print to the

customer—but an extra sale to you. When Kodacolor 126 films are left with you for developing and printing, suggest in every case that the customer orders the Kodak Duo Print Service. For reprint orders, you can also sell Duo Prints from any 126 size color-masked negative. See back page for ordering procedure for both services.

There'll be a strong demand for this new

Kodak service. We're promoting it with a national campaign of big ads in metropolitan dailies, full pages in color in women's magazines, and continuous national television.

We're backing you right along the line with arresting point-of-sale material, including a full-color showcard, full-color window streamer, and thousands of color leaflets for your own use.

Your selling aids

Special National Advertising starts this month

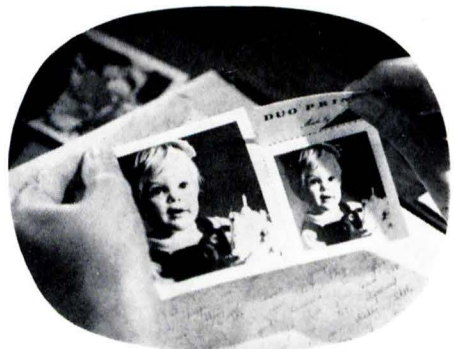
We always stand firmly behind our products with strong advertising campaigns. This month we're doing everything to make Duo Prints go—for both of us.

Television

A national campaign using a heavy schedule of 30-second commercials (appearing mid-March to end May).

Local Press

You can show your local market that you supply Duo Prints by using this 4" double-column advertisement in your local newspaper. Ask your Kodak representative for the block.



"Still" from TV Commercial

Kodak Duo Print
One for you
and one to give.

for only 4 cents extra.

Here's the latest great idea from Kodak. The Kodak Duo Print color service. Now you can give your friends the whole story in color pictures—for just a few extra cents. When you ask your Kodak dealer to develop and print your Kodacolor film, ask for Kodak Duo Prints. You'll receive two prints of each picture—one to keep, and a tear-off

copy for a friend. Kodak gives you double the pictures. Each extra print (2½" x 2½") costs only four cents more. It's a great new idea for owners of Kodak Instamatic or any cartridge-loading camera using 126 Kodacolor film. One picture for you, one to give from every photo on 126 Kodacolor film.

Kodak
KODAK (Kodacolor) PTT LTD.
Kodak dealers everywhere.

National Press
10" x 7 columns (appearing mid-March to mid-May).

**Women's Weekly
Woman's Day
Pix
People**

Full Page, 4-color advertisements (appearing twice in each during April and May)

Kodak Duo Prints
One for you
and one to give.
for only 4 cents extra.

Kodak

Kodak Duo Print
One for you
and one to give
for only 4 cents extra. Ask here.

Display Showcard 10½" x 12½"

Illustrated leaflets available to you for mail and counter use.



Kodak Duo Print
One for you
and one to give
for only 4 cents extra. Ask here.

Window Streamer 10" x 30"

New from Kodak



4" x 2 column Press Advertisement for dealer use

Kodak Duo Print

It's a great new idea for owners of Kodak Instamatic cameras (or any similar cartridge-loading camera) using 126 size Kodacolor film. Bring your next Kodacolor film to us — we'll have it developed and printed by Kodak. For just a few cents extra you'll get Duo Prints — one for you and a tear-off print to give away. Let us show you.

How to order Kodak Duo Prints

1. Kodak Duo Prints are available only from Kodacolor 126 (28 x 28mm) films and other color-masked 126 size negatives.
2. It is not possible to mix prints, i.e. 3S and Kodak Duo Print sizes from one roll of Kodacolor film sent in for developing and printing.
3. Kodak Duo Prints may be made as reprints from Kodacolor 126 (28 x 28mm) or other color-masked 126 size negatives at any time.
4. Always use a separate Color Photo-finishing Service Envelope for Kodak Duo Print orders.
5. Follow the general procedure when filling in the Color Photo-finishing Service Envelope for Kodak Duo Print developing and printing orders, but be sure to write the words "KODAK DUO PRINT" in the Special Services/Instructions panel. When ordering reprints state the **numbers** of the negatives to be printed and **also** "KODAK DUO PRINT" in the Special Services/Instructions panel.

Fill in order as shown below

(Develop Film & Print Order)

RECEIVED		COMPLETED	
Kodak COLOR PHOTO-FINISHING SERVICE			
NAME ADDRESS & PHONE NO. MR W JONES			
DATE REC-DC 4/3/70	WILL CALL <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> MON <input type="checkbox"/> TUE <input type="checkbox"/> WED <input type="checkbox"/> THU <input type="checkbox"/> FRI <input type="checkbox"/> SAT	
S-R VV*21 1111 123			
MR.E.A. SMYTHE, CHEMIST, 106 SMYTHE RD., SMYTHETOWN, 9000		INVOICE RETAIL PRICE	
One film or service per envelope please!			
CONTENTS Quantity of FILMS 1 NEGS SLIDES OTHER If films, indicate type with 's' in square below: Kodacolor <input checked="" type="checkbox"/> Ektachrome <input type="checkbox"/> Other <input type="checkbox"/>			
ORDER Quantity required from each negative or slide PRINTS 3S (3½ x 3½ in.) <input type="checkbox"/> ENLARGEMENTS <input type="checkbox"/> PRINTS 3R (3½ x 5 in.) <input type="checkbox"/> SLIDES/DUPLICATES <input type="checkbox"/> SPECIAL SERVICES/INSTRUCTIONS (e.g. enlargement size, etc.): 1 - KODAK DUO PRINT FROM EACH			

(Print Only Order)

RECEIVED		COMPLETED	
Kodak COLOR PHOTO-FINISHING SERVICE			
NAME ADDRESS & PHONE NO. MR W JONES			
DATE REC-DC 4/3/70	WILL CALL <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> MON <input type="checkbox"/> TUE <input type="checkbox"/> WED <input type="checkbox"/> THU <input type="checkbox"/> FRI <input type="checkbox"/> SAT	
S-R VV*21 1111 123			
MR.E.A. SMYTHE, CHEMIST, 106 SMYTHE RD., SMYTHETOWN, 9000		INVOICE RETAIL PRICE	
One film or service per envelope please!			
CONTENTS Quantity of FILMS NEGS 4 SLIDES OTHER If films, indicate type with 's' in square below: Kodacolor <input type="checkbox"/> Ektachrome <input type="checkbox"/> Other <input type="checkbox"/>			
ORDER Quantity required from each negative or slide PRINTS 3S (3½ x 3½ in.) <input type="checkbox"/> ENLARGEMENTS <input type="checkbox"/> PRINTS 3R (3½ x 5 in.) <input type="checkbox"/> SLIDES/DUPLICATES <input type="checkbox"/> SPECIAL SERVICES/INSTRUCTIONS (e.g. enlargement size, etc.): 1 - KODAK DUO PRINT FROM Nos 5, 7, 8			

PLEASE USE BLOCK LETTERS

KODAK (Australasia) PTY. LTD.

BRANCHES IN ALL STATES